

Sydney Olympic Park Authority Policy

Policy Name Commercial Signage Policy

Policy No. POL

Business Unit Operations

Officer Responsible Manager, Planning

Approving Officer Chief Executive Officer

Date of Approval

Version	Review	Approved by	Endorsed by
R4	AC		

DRAFT FOR CLIENT REVIEW

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Commercial Signage Policy

1. Purpose of this Policy

Signage plays an important role in identifying and advertising businesses within Sydney Olympic Park (the Park). Signage can have a significant impact on the visual quality of a built environment, as well as the amenity and safety.

Sydney Olympic Park Authority (the Authority) has a responsibility to residents, workers and visitors of the Park to ensure that the impacts of signage are properly assessed and managed.

This Policy seeks to encourage business identification signs, on-premises and third party advertising (signage) in a manner that contributes positively to the public domain and is of a high design quality. Signage should be designed to protect the characteristics of buildings, public domain, streetscapes, vistas and skyline.

1.1 Application of the Policy

This Policy applies to all precincts within the Sydney Olympic Park to which the Sydney Olympic Park Masterplan applies (Figure 1).

The Policy will be considered by the Authority in assessing all development applications to erect or display all signage, except if classified as *exempt and complying development* under an environmental planning instrument.

This Policy does not apply to wayfinding and directional signage within the Park.

1.2 Applicable environmental planning instruments and legislation

The provisions of the following list of environmental planning instruments also apply to development applications to which this Policy applies:

- *Olympic Insignia Protection Act 1987*
- *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*
- *State Environmental Planning Policy 64 – Advertising and Signage*
- Sydney Olympic Park Masterplan

In the event of any inconsistency between this Policy and any environmental planning instrument, the instrument will prevail to the extent of the inconsistency.

Note: *Exempt signage includes some building identification signs, wall signs, fascia signs, under awning signs, top hamper signs, window signs, internal signs, real estate signs and temporary event signs.*

1.3 Structure of this Policy

- Section 1 Purpose of Policy
- Section 2 Objectives of the Policy
- Section 3 General requirements for signage
- Section 4 Signage requirements by type
- Section 5 Advertising structures and third party advertisements
- Section 6 Amendments to Policy



Figure 1: Sydney Olympic Park (Source: Sydney Olympic Park Masterplan 2030)

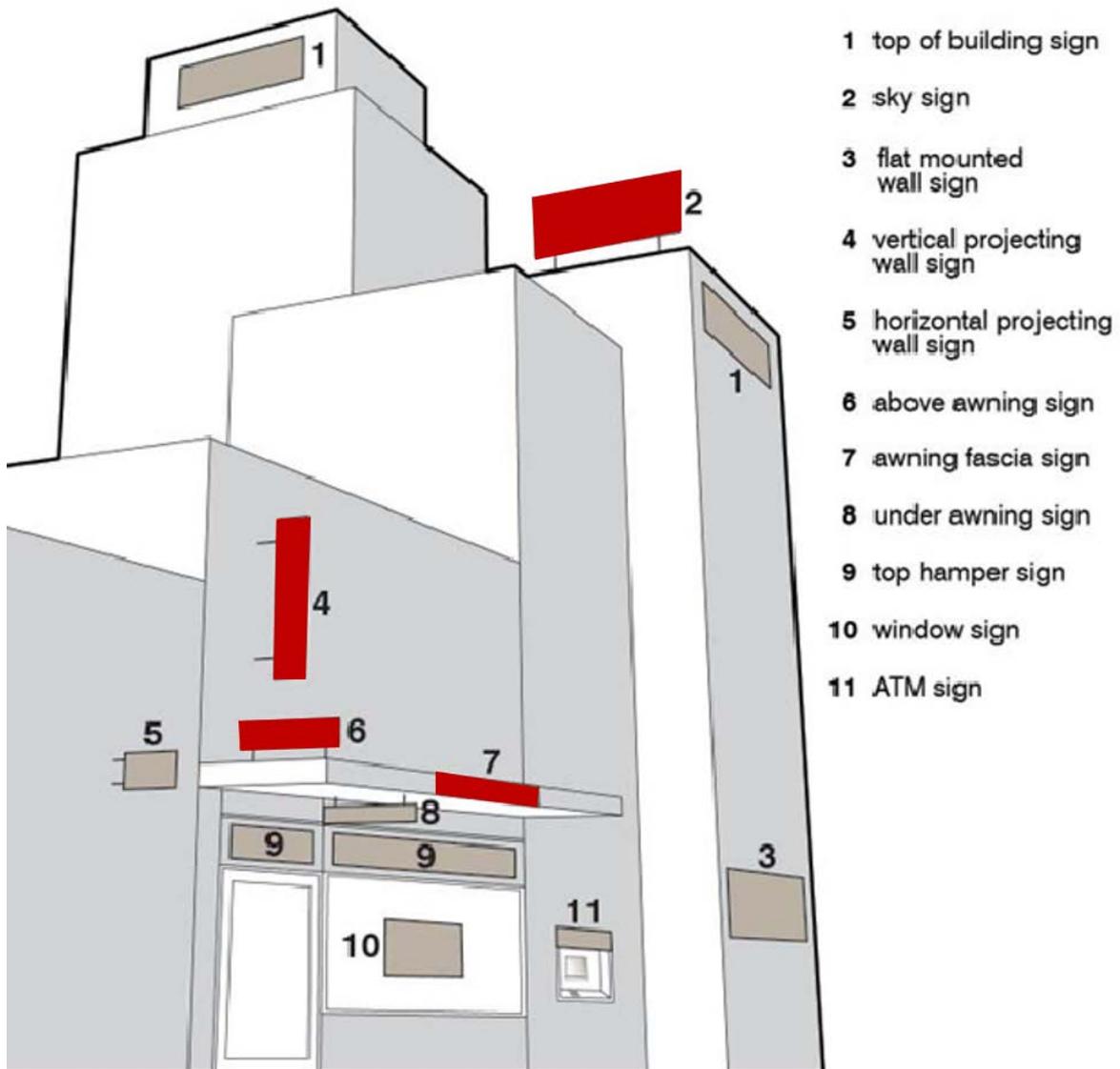


Figure 2: Illustration of various types of building signs

This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Those signs highlighted red are not permitted within the Park.

Refer to **Attachment 1** for detailed definitions of business identification and advertising signage.

2. Objectives of this Policy

The objectives of this policy are to:

- 1) Provide a consistent approach to the design and location of signage and advertising structures in the Park.
- 2) Ensure signage and advertising structures erected or displayed are compatible with architectural style, scale of building, surrounding built form and streetscape.
- 3) Ensure signage and advertising structures are not intrusive or create 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.
- 5) Ensure signage is well designed and located so as not to create a hazard for residents, workers and visitors to the Park.
- 6) Ensure signage is designed and located not to create a road safety risk or compromising the safety of all road users.
- 7) Encourage signage that makes a positive contribution to both day and night time activities within the Park.
- 8) To minimise visual clutter through excessive signage and advertising structures by encouraging fewer more effective signage.

3. General provisions

This section contains provisions that are applicable to all forms of signage.

3.1 General requirements for all signage

- 1) Signs must be either business identification signs or on-premises advertising signs as defined in the definitions of this Policy (Attachment 1).
- 2) All signage is to be consistent with the precinct description as outlined in the Sydney Olympic Masterplan.
- 3) All signage must be compatible with the architectural style and finishes of a building.
- 4) Signs are to be unobtrusive in design, colour and scale so as not to adversely impact on the streetscape.
- 5) Signage should not protrude above rooflines or parapets of a building.
- 6) Signage should not detract from the amenity of any residential accommodation or any other forms of hotel accommodation within the Park.
- 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
 - 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)
 - d) signs not defined as temporary and made of fabric, sheet material or any airborne sign
 - e) posters, flags or fabric signs on poles or other structures in the public domain within the Town Centre
 - f) trees used to support signage
 - g) signs prohibited under the *Tobacco Advertising Prohibition Act 1991* or any other Act.
- 8) New signage should respect the heritage character of a heritage items or a conservation area and be consistent with the relevant *Conservation Plan of Management*.
- 9) Business identification signs are restricted to 1 top of building or element, 1 wall sign and 1 under awning sign per building elevation.
- 10) Where a building is occupied by more than one business, adequate space should be made available for all occupants to display a business identification sign.
- 11) Signage should not interrupt views and vistas along Australian Avenue leading to and out of the Park.
- 12) Signage should not obscure views or sightlines or potentially distract road users or pedestrians through level of illumination or form of advertising.
- 13) Illuminated signs are to be energy efficient.
- 14) Advertisements, digital signs and light projection signs on or within the vicinity and visible from a classified road are to be consistent with the road safety criteria in the NSW Transport Corridor Advertising and Signage Guidelines.
- 15) Signage must be installed and secured in accordance with the relevant Australian Standards.

3.2 Sign content

- 1) Sign content is to comply with the Advertising Code of Ethics, Outdoor Media Associations Code of Ethics and the *Tobacco Advertising Prohibition Act 1991*.
- 2) Sign content is to relate directly to a use, business or activity carried out on or associated with the building, except where the sign:
 - a) is incorporated with a bus shelter and street furniture
 - b) is in conjunction with the provision of public infrastructure
 - c) incorporates sponsorship acknowledgements.
- 3) All advertising signs are to be displayed in the English language but may include a translation into another language using letters or characters that are no larger than the English language letters or characters.
- 4) Any translated message must be accurate and complete.
- 5) Sponsorship acknowledgements will be limited to words related to the sponsors name and logo provided it does not exceed 10% of the area of the sign.
- 6) General advertising signs that do not relate to an event, use, business or any activity carried out within the Park are discouraged in order to protect visual amenity and reduce visual clutter.
- 7) Third party advertising shall only be permitted in limited locations within the Park and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the Park.
- 8) Third party advertising content shall only be permitted on a sign facing or located within a public space and where the Authority is satisfied that the sign:
 - a) is consistent with Sections 2 and 3.1 of this Policy
 - b) is compatible with the desired precinct description as outlined in the Sydney Olympic Park Masterplan
 - c) promotes a service, activity or event within the Park
 - d) will enhance the visual quality of the public domain
 - e) will contribute to the vibrancy and night life activity of the public domain
 - f) will provide public benefit as outlined in SEPP 64 - Advertising and Signage.

3.2 Illumination of signs

- 1) The intensity and hours of illumination must not unreasonable impact on the amenity of residents or future residents, or wild life and ecosystems of the Park.
- 2) Illumination signs must comply with the relevant Australian Standard (AS 4282-1997). The maximum night time luminance of a sign is not to exceed 350 (cd/sqm).
- 3) Illuminated signs must minimise the spill effects or escape of light beyond the subject sign and must not compromise safety for pedestrians, vehicles or aircraft.
- 4) Flashing, pulsating or flickering lights shall not be permitted.
- 5) Electric wiring or cabling to illuminate signs must be concealed.
- 6) Depending upon the location of an illuminated sign and its impact on the amenity of residents or future residents of the Park, the Authority may require illumination to be controlled between the hours of 11pm and 7am.

3.3 Digital signage

- 1) Digital signage is permitted within the Park, at ground floor level of a building.

- 2) Digital signage must be consistent with the digital sign criteria in the NSW Transport Corridor Advertising and Signage Guidelines.
- 3) Digital signage is not to result in a visual impact that detracts from the desired character of the precinct, streetscape and public domain.
- 4) Digital signage is not to result in obtrusive light that will create unacceptable glare, affect the safety of public domain users or detract from the amenity of residential accommodation, serviced apartments or hotel accommodation.
- 5) Digital signage is not to result in a negative safety impact for road users using a road corridor. Any digital sign greater than 10m² or located in an area of the Park that in the Authority's opinion may potentially impact on road safety will require a traffic safety impact assessment to support the application.
- 6) Digital signage is not to detract from the significance of a heritage item or conservation area.
- 7) Reasonable endeavours to power all digital signage by a renewable energy source or off set with green power.
- 8) Digital signage is to provide a public benefit in accordance with SEPP 64 - Advertising and Signage. Unless otherwise specified by the Authority, the public benefit is to be satisfied by making 5% of advertising time available free of cost for use by the Authority to display public information, messages and promote events.

4. Signage requirements for business identification signs and on-premises advertisements

This section contains additional provisions that are applicable to specific types of signage.

4.1 A-frame

- 1) A-frames are not permitted within the Park unless otherwise provided for in Section 5.2 (Special promotional signage).

4.2 Automatic teller machine (ATM) signs

- 1) ATM signs are to be contained within the structure of the ATM.
- 2) ATM signs are not to be used for third party advertisements.
- 3) ATM signs with static illumination are permitted subject to compliance with Section 3.2 (Illuminated signage) is achieved.

4.3 Awnings

4.3.1 Above awning signs

- 1) Signage mounted above an awning or canopy is not permitted.

4.3.2 Awning fascia signs

- 1) An awning fascia sign is not permitted.

4.3.3 Under awning signs

- 1) Under awning signs are restricted to 1 sign per business.
- 2) Under awning signs are not permitted to be used for any form of advertisement including third party advertisement.
- 3) Under awning signs are generally rectangular and have a maximum dimension of 0.5m².
- 4) Under awnings signs are to be suspended horizontally to the ground and at no point be less than 3m from the existing ground level.
- 5) Under awning signs are to have a minimum separation distance of 3m from any other under awning sign.
- 6) Under awning signs may be internally illuminated, however must satisfy the requirements of Section 3.2 (illuminated signage).

4.4 Banners, flags and fabric signs

- 1) Unless otherwise provided for in Section 5.2 (Special promotional signage) of this Policy banners, flags and other fabric signs for the purpose of business identification and on-premises advertisements are not permitted.

4.5 Freestanding signs

- 1) Freestanding business identification signs are only permitted within the Heritage Conservation Area.

4.6 Sky signs

- 1) Sky signs are not permitted.

4.7 Top of building signs

- 1) Signage that projects vertically above the roof of a building are not permitted.
- 2) Top of building signs are permissible on sites identified for the purpose of hotels, serviced apartments and commercial use (as identified in the Sydney Olympic Park Masterplan 2030).
- 3) Top of building signs are restricted to 1 sign top of building or element and 1 sign per elevation.
- 4) Top of building signs is 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.
- 5) Top of building signs is permitted to incorporate the name of a major tenant and a corporate logo.
- 6) Top of building signs may be located anywhere within the 20% section of top of building, signage may not to exceed 5% of the total building elevation.
- 7) Top of building signs are not to be located within 500mm from the lot boundary or building edge.
- 8) Top of building signs are to be similar in size and appearance with a maximum vertical height of 3m.
- 9) Top of building signs shall not to be used for on-premises advertising or third party advertisement.
- 10) Illumination of top of building signs is not permitted on elevations facing parklands, conservation areas or residential properties.

4.8 Top hamper signs

- 1) Top hamper signs must relate to the use of the premises its product or service.
- 2) Top hamper signs shall not extend beyond any wall, or below the head of the doorway or window above which it is attached.
- 3) Top hamper signs are to have a maximum height of 3m above existing ground level.
- 4) Top hamper signs may be illuminated, however must satisfy the requirements of Section 3.2 (Illuminated signage).

4.9 Wall signs

4.9.1 Flat mounted wall signs

- 1) Flat mounted wall signs are restricted to 1 sign per building or element and 1 sign per elevation.
- 2) Flat mounted wall signs may be permitted on a blank elevation of an existing buildings if the consent authority is of the opinion that the sign improves the

elevation of the building, contributes positively to the precinct and does not create unnecessary signage clutter.

- 3) Flat mounted wall signs are not permitted above the parapet or eaves of a building.
- 4) Flat mounted wall signs for business identification or on-premises advertising is to have:
 - a) an above ground elevation of 200m² or more, the sign must not exceed 5% of the above ground elevation
 - b) an above ground elevation of more than 100m² but less than 200m², the sign must not exceed 10m²
 - c) an above ground elevation of 100m² or less, the sign must not exceed 10% of the above ground elevation.
- 5) Flat mounted wall signs are not to protrude more than 0.3m from the wall, unless health and safety standards require greater protrusion.
- 6) Flush wall signs should not span across window openings.

Note: the external painting of building may constitute a painted wall sign where the painting uses corporate colours and can be reasonably considered as business identification or on-premises advertising.

4.9.2 Painted wall signs

- 1) Painted wall signs are not permitted in the 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.
- 3) Painted wall signs must have a minimum separation distance of 3m from any other painted sign.
- 4) Illumination of painted wall signs is not permitted.

4.9.3 Projecting wall signs

- 5) Projecting wall signs are only to be used for the purpose of business identification.
- 6) Projecting wall signs are not to be used for any form of advertisement including third party advertisements.
- 7) Projecting wall signs are to be located at ground floor level, of high quality material and compatible with character of building and precinct.
- 8) Projecting wall signs are to have a maximum dimension of 0.5m².

4.10 Window signs

- 1) Window signs are not permitted above ground level and must directly relate to the product or service provided.
- 2) The dimensions and location of window signs are to maintain an active frontage by not restricting views to and from the premises.
- 3) Window signs are to ensure that a minimum of 80% of the window and/or door glass remains free from on-premises advertisements.
- 4) Window signs that advertise a 'sale' may be installed in the window of a tenancy for a maximum of 7 continuous days and no more than 4 times a year.
- 5) Window signs may be illuminated, however must satisfy the requirements of Section 3.2 (Illuminated signage).

5. Signage requirements for advertising and special promotional signage

This section contains additional provisions that are applicable to specific types of advertising signs.

5.1 General requirements

- 1) New advertising signs and special promotional signage shall be assessed against the following criteria:
 - a) whether the sign is for a major event or community event in the Park
 - b) whether the sign is compatible with the desired character of the Precinct, in accordance with the Sydney Olympic Park Master Plan
 - c) whether the sign will have a detrimental impact on the amenity of residents, surrounding environment and habitat
 - d) whether the sign is consistent with the provisions of this Policy
 - e) whether the sign will enhance the visual quality of the public domain, particularly at night
 - f) whether part of the sign occupied by corporate markings, logos, branding or similar is not more than 10% of the total sign area
 - g) whether the number of existing signs on the site and in the vicinity do not cumulatively create unacceptable visual clutter
 - h) the extent of the public benefit to be provided in association with the sign.
- 2) Advertising structures and third party advertisements are limited to a time period as specified in the SEPP 64 - Advertising and Signage.

5.2 Public Benefit Test

- 1) The Authority will determine whether the applicant has sufficiently demonstrated that the proposed advertisement will contribute an appropriate public benefit. Public benefits, along with other matters identified in this Policy, must be considered by the Authority before approval can be given for the advertising development
- 2) The public benefit can be provided as a monetary contribution or as an 'in-kind' contribution. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as:
 - a) free advertising time to promote a service, event, community information or emergency message on or behalf of the Authority or other Government agency
 - b) demonstrates improved public amenity within the Park
 - c) demonstrates improved road safety for all users
 - d) supports an awareness or environmental program within the Park.

5.3 Special promotional signage

- 1) Special promotional signage will only be permitted where the Authority is of the opinion that the signage is in the public interest or provides public benefit.
- 2) Special promotional signage is to be, in the opinion of the Authority, of high visual quality and compatible with the character of the building, site and streetscape.
- 3) Special promotional signage is to be compatible with the significance of a heritage item or conservation area and consistent with the relevant *Conservation Management Plan*.
- 4) Where attached to an occupied building, special promotional signage is not to restrict access to daylight, outlook or ventilation, or access to and from the building.
- 5) The timeframe for the display of special promotional signage is to be determined by the Authority based on location, purpose, format and size in accordance with SEPP 64 – Advertising and Signage. The Authority shall not permit the display of special promotional signage for an activity or event:
 - a) earlier than 28 calendar days prior to the activity or event
 - b) more than 7 calendar days following the activity or event.
- 6) Special promotional signage may be illuminated, however must satisfy the requirements of Section 3.2 (Illuminated signage) and be turned off between 11pm and 7am if the sign is visible from a residential premise.
- 7) Special promotional signage is not to reduce the safety of road users. A road safety report is to be submitted if the special promotional sign is visible from classified road or may in the opinion of the Authority reduce the safety of all road users.
- 8) Special promotional signage is to be installed and secured in accordance with relevant Australian Standard.

Note: Special promotional signage includes A-frames, banner, flags and fabric signs securely fixed to existing building or pole infrastructure provided by the Authority.

5.4 Light projection signage

- 1) Light projection signage is not permitted, except:
 - a) when part of the Park's Public Art Program, or
 - b) as a special promotional advertisement compliant with Section 5.2 (Special promotion signage).
- 2) Light projection signage must not have a detrimental impact on the amenity of residents, surrounding environment, habitat or road safety.
- 3) Light projection signage is not to be displayed during day time hours, and not after 11pm on Sunday to Thursday, and a time determined by the Authority on a Friday and Saturday or for a special event.
- 4) Light projection signage is to satisfy the illumination requirements of Section 3.2 (Illuminated signage).

Note: An application for planning approval for a light projection sign must be accompanied by consent of the landowner(s) of the property that contains the source of projection and any property that forms part of the surface for the image to be projected upon.

5.4 Signage on construction hoarding and scaffolding

- 1) Where hoardings will be visible from the public domain; hoarding signage must enhance the appearance of a site and the surrounding streetscape
- 2) Third party advertisements on construction hoardings and scaffolding may be permitted subject to development approval where:
 - a) the third party advertising is designed as an integrated component of an artwork that occupies the entire surface of the hoarding fence or scaffolding for the development. The aggregate area of corporate branding and product impact is not to exceed 10% of the surface area of the hoarding or scaffolding of the development
 - b) the artwork and third party advertising is, in the opinion of the Authority, designed to be integrated, consistent in presentation and of high visual quality
 - c) a portion of the content incorporates graphics or information in relation to the Park; and
 - d) a minimum of 5% of the content is reserved for promotional content for the Authority.
- 3) Signage on construction hoardings or scaffolding is not to extend beyond, or project outwards from, the hoarding, scaffolding to which it is attached.
- 4) Illumination is permitted subject to compliance with the requirements of Section 3.2 (Illuminated signage).

6. Amendments

The Authority retains the right to amend this Policy as required and as approved by the Chief Executive Officer.

Contact Officer

Any enquiries relating to this Policy should be addressed to:

Manager, Planning
Sydney Olympic Park Authority
8 Australia Avenue
Sydney Olympic Park, NSW 2127

Phone: 9714 7300

Email: enquiries@sopa.nsw.gov.au

Attachment 1 – Definitions

Advertisement has the same meaning as in the *Environmental Planning & Assessment Act 1979*.

Note: The term is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

Advertising structure has the same meaning as in the *Environmental Planning & Assessment Act 1979*.

Note: The term is defined as structure used or to be used principally for the display of an advertisement.

AS means Australian Standard, or Australian/New Zealand Standard.

Building identification sign has the same meaning as the Standard Instrument.

Building wrap advertisement has the same meaning as State Environmental Planning Policy 64 - Advertising and Signage.

Business identification sign has the same meaning as the Standard Instrument.

Digital signs has the same meaning as special promotional advertisement in SEPP 64.

Note: Devices that use digital technology to display bright, high quality electronic images. A central feature of these devices is the use of LED technology allowing luminance to be controlled and adjusted automatically.

Dynamic has the same meaning as special promotional advertisement in SEPP 64.

Note: Electronic display animation, video, flashing and active display change.

Freestanding advertisement means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports.

Light projection signage means any sign or advertisement that has its content displayed through the projection of light from a light projection device onto a surface.

On-premises advertisement means any representation that advertises or promotes specific products, goods or services available at the premises where the advertisement is displayed, but does not include the display of a name, logo or profession related to the occupant of the premises.

Painted wall sign means a sign that is painted directly onto or mounted flat against a wall and does not have an outward projection of more than 0.3m.

Wall Mural means a graphic or artistic design that does not convey a defined advertising message.

Signage has the same meaning as contained in the Standard Instrument.

Note: any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

(a) an advertising structure,

(b) a building identification sign,

(c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

Special promotional signage has the same meaning as special promotional advertisement in SEPP 64.

Note: The term is defined as an advertisement for an activity or event of a civic or community nature but does not include a wall advertisement.

Temporary sign has the same meaning as special promotional advertisement in SEPP 64.

Third party advertisement means any development that relates to a business, products, goods or services not available at the premises where the advertisement is displayed.

Variable has the same meaning as special promotional advertisement in SEPP 64.

Note: A variable message displays includes static text message or static graphics.