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Director – Key Sites Assessments  
Planning and Assessments  
Department of Planning, Industry and Environment

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**Submission: DA21/13182 Glebe Island Silos Signage**

Thank you for the opportunity to comment on the Glebe Island Development Application to extend the duration of consent for the display of advertising signage on the Glebe Island Silos for a 10-year period up to 2032.

**Background**

Rolling approvals for advertising signage on this site, commenced with the original consent in 1992, a consent in 2011 and a series of s96 applications up until the latest Modification in 2018 (DA 041-09-2011 MOD2).

Advertising Signage on the Silos has not been supported by Council in the past due to:

- the history of the current Advertising Signage, originally approved for a limited time as an “Olympics” initiative
- the heritage significance of the existing Silos
- the high-profile position that the existing Silos occupy
- the future redevelopment of the Bays West Precinct.

It is considered these same issues are still relevant matters for consideration in regard to DA21/13182 Glebe Island Silos Signage.

Council has reviewed the development application documentation for DA21/13182. In doing so Council has considered:

- The Statement of Environmental Effect (SEE)
- The letter of Public Benefit Offer (Appendix G)
- The Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017)
- The Inner West Council Interim Policy for the Assessment of Proposals for Outdoor Advertising and Structures in Transport Corridors (May 2019)
- The Supplementary Letter dated 2 November 2021 on behalf of the Applicant regarding the proposed amended sign illumination being from dusk to 11pm

## **Development of the Bays West Precinct**

The Bays West Initial Stage Structure Plan (draft Bays West Place Strategy, 2021) anticipates that by 2030 the Metro Station will be open and operational and that the White Bay Power Station (and metro) sub-precinct is fully planned and under development. The proposed 10-year term of consent would extend beyond 2030 until 2032.

The SEE indicated that if residential development were to occur in the White Bay Power Station sub-precinct in the term of the 10-year consent, compliance with AS 4282-2019 would require the hours of illumination to be reduced to dusk to 11pm.

The SEE notes the applicant would consider a condition of consent to amend the hours of illumination from dusk to 11pm should the White Bay Power Station sub-precinct be completed and occupied prior to the expiry of the term of consent.

Council also notes the Supplementary Letter dated 2 November 2021 from the applicant on behalf of Eye Drive Sydney Pty Ltd which proposes to amend the hours of illumination from dusk to 11pm for the full term of the consent.

- The reduced period for signage illumination from dusk to 11pm, as proposed in the Supplementary Letter, is supported. The reduced period of illumination should be included as a condition of consent for the full 10-year term of the consent.

The draft Bays West Place Strategy does not envisage redevelopment of Glebe Island Precinct to occur prior to 2032. However, should redevelopment occur sooner than anticipated, it is considered the consent should be reviewed for appropriateness. The existing condition B7 or similar is supported for inclusion in the consent.

- A condition requiring the Applicant to gain approval to continue the use of the existing advertising sign if Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct prior to the expiry of the consent is supported.

## **Heritage Considerations**

The Statement of Heritage Impact by NBRS Architects has been reviewed and their conclusion is noted, with the key issues summarised as:

- the retention of the advertising signage for a period of 10 years will have no adverse impact on the identified heritage significance of the Glebe island Silos and its maritime and industrial setting
- more than half of the silos remain in original visual condition which, along with the movements associated cement and sugar deliveries and distribution, means the public can easily interpret the original and ongoing use of the silos.
- the existing signage structure is a minor addition to the original fabric and is readily reversible
- the potential future adaptive reuse of the silos is contemplated in the Bays West (draft) planning framework documents and the 10-year consent will not affect the future plans for the silos

Council has previously raised concerns regarding the impact of the advertising signage on the heritage significance of the Silos, being able to interpret the different elements of the Silos.

There are four main components to the Glebe Island Silos being:

1. the storage silos
2. an enclosed conveyor arm extending from the motor room at the wharf edge to the top north-western corner of the building
3. a machinery tower which connects to upper portions of the conveyor arm. The machinery tower rises from the ground above the level of the adjacent silos on the eastern end
4. a horizontal conveyor room which extends across the full width of the silos and which distributes the cargo to each selected silo. The conveyor machinery is housed under a light-coloured skillion roof.

The statement of significance for the Glebe Island Silos notes *"the silos, in particular are the most visible and easily interpreted elements of that former use and form a powerful and well-known landmark"*.

However, the horizontal conveyor room which forms a "lid" on the silos and is an integral part of its historical and aesthetic composition, are only visible on the northern face of the silos (Figure 20, View Catchment Map, Visual Impact Assessment 2021, GSA).

The primary views to the northern face of the Silos are from Sommerville Road plus a few minor local streets and parks in the Balmain Peninsular. These locations have limited vehicular and pedestrian traffic access.

The most prominent views of the silos are from the approaches on the Anzac Bridge, with approximately 130,000 vehicles using the bridge per day (Table 2.2 Western Distributor Traffic Volumes, Bitzios Consulting, 2021). Views of the south and west face do not allow for the interpretation of the horizontal conveyor room.

- It is considered the plans for DA /13182 Glebe Island Silos Signage should be reconsidered to allow for greater interpretation of the horizontal conveyor room from one of the Anzac Bridge approaches.

### **Public Benefit Offer**

The letter of Public Benefit Offer (SEE, Appendix G) is for the continuation of the existing public contribution on similar terms. Council is willing to consider entering into a formal agreement under clause 13(2)(B) of the State Environmental Planning Policy No 64- Advertising and Signage based on the terms included in the Public Benefit Offer.

It is noted the current agreement expires 11 April 2022. Council will have further discussions with the applicant on this matter and would support the inclusion of a condition of consent requiring Eye Drive Sydney Pty Ltd entering into an agreement with Inner West Council to pay Council a cash contribution of \$127,000 per annum plus GST, increasing annually in accordance with CPI for the duration of the development consent.

To ensure adequate time to finalise an agreement between Eye Drive Sydney Pty Ltd and Inner West Council, a condition of consent should specify that an agreement must be entered into within 3 months of the consent being granted, or 11 April 2022, whichever is the later.

- Within 3 months after the granting of development consent, or by 11 April 2022, whichever is the later date, the applicant must enter into an agreement with Inner West Council for a public benefit contribution that is largely in accordance with the terms of the offer in the Letter of Public Benefit dated 6 August 2021 from Eye Drive Sydney Pty Ltd.

Should you have any enquiries regarding the submission, please contact Gill Dawson, Strategic Planning - Consultant on [REDACTED]

Sincerely,



Daniel East  
Manager Strategic Planning