



**Objection to Glebe  
Island and White Bay  
Advertising Signage  
DA 21/13182**

Save Our Bays

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### 3 main issues

- ❖ The unattractive dominating visual impact of the advertising and the impact on residents and park users – and flawed visual impact assessment
- ❖ The lack of public or community benefit
- ❖ It's time ... the 'temporary' signage for the 2000 Olympics has existed on the parapet of the silos for around 30 years.

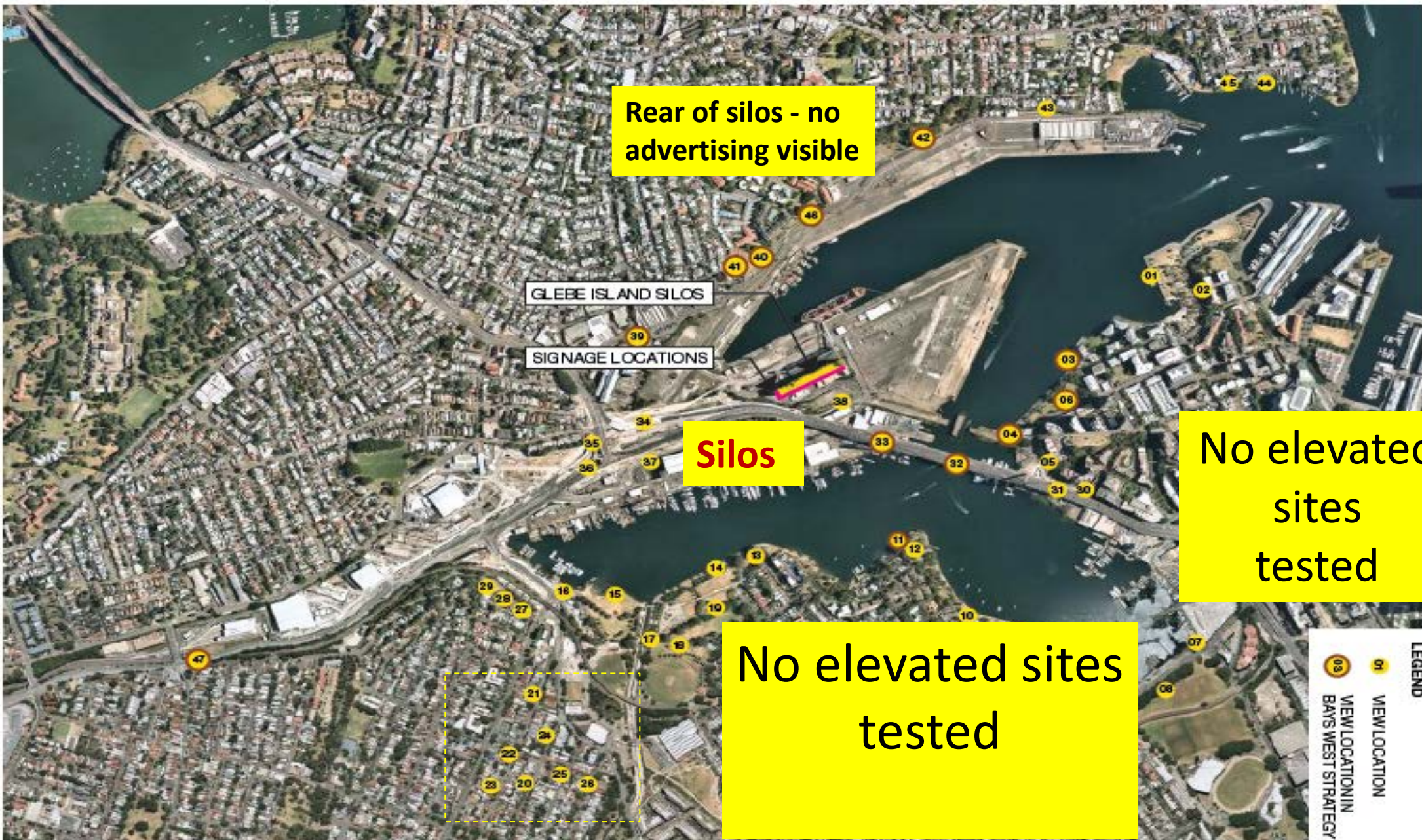
The wasted opportunity to do something much more attractive and of community benefit ...



## Visual impact: on residents in Glebe and Pyrmont and foreshore and park users

- **Inaccurate, flawed visual impact assessment (VIA)**
- **Department of Planning's poorly based conclusions:**
  - “The Department ... considers the visual impacts of the proposal are **acceptable** as:
    - it would *not generate any additional visual impacts* as no physical changes to the existing signs are proposed
    - the signs have been *part of the skyline for 30 years* and they are located within a working **industrial port area**
    - the *scale of the signage is compatible* with the context of the silos and expansive foreground
    - **it would not result in any significant visual impacts to existing residential properties given the separation distance** (approx 500 m and 800 m from the site)”.  
**In whose eyes?? judgment?**







# Comparison – day impact

**Visual impact assessment**



**Resident photo**



# Comparison photos – night impact

**Visual impact assessment**



**Local resident photo**





# Minimal public or community benefit

Department of Planning: “It would provide **sufficient public benefits to the local community** including heritage conservation and improvements to local community services.” ???

**What is the public benefit? \$127k per year for what real benefit? And monitoring?**

**Minimal public benefit and poorly targeted**

Inner West Council (Council) does not object to the proposal – because they benefit financially and least directly affected by it



Dept plans  
an improvement  
but ...

- Earlier curfew for lighting – but why later than Anzac Bridge lighting which is architecturally significant and attractive?
  - 3 year period better than 10 years
- BUT....



# Such a wasted opportunity

*Instead of* ... a huge billboard with facile, garish and unwanted low-quality advertising

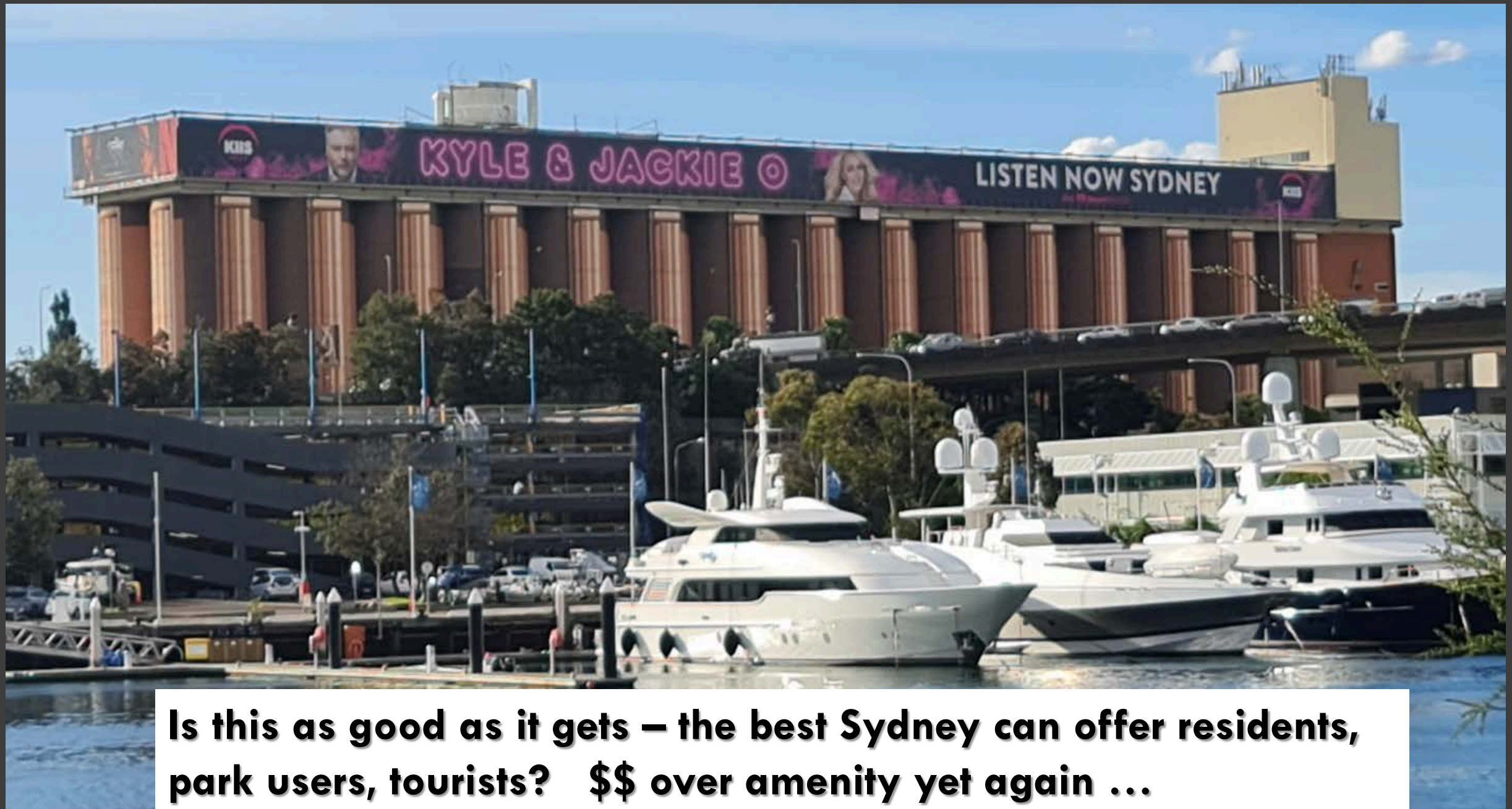
→ **Public art space** – parapet now, silos themselves later

Ideal timing and opportunity for NSW Govt to contribute to the celebration of Aboriginal country and heritage – with Aboriginal community ‘voice’



**Current advertising less egregious than usual – darker b/g with less glare**





**Is this as good as it gets – the best Sydney can offer residents, park users, tourists? \$\$ over amenity yet again ...**