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Statement of Environmental Effects

AUGUST 2021

Ten Year Consent Duration Extension for the Display of Advertising Signage on the Glebe Island Silos

Prepared by
Urban Concepts

Prepared for
Eye Drive Sydney Pty Ltd (The Applicant)

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1. INTRODUCTION

This Statement of Environmental Effects (SEE) has been prepared to accompany a Development Application to extend the consent duration for the display of general advertising signage on the Glebe Island Silos for a ten (10) year term. The SEE has been prepared by Urban Concepts on behalf of the Applicant, Eye Drive Sydney Pty Ltd a subsidiary company of oOh!media. The site is owned by the Newcastle Port Corporation T/A Port Authority of New South Wales (hereafter referred to as the Port Authority of NSW). The Port Authority of NSW has provided a letter granting its permission for the lodgement of this Development Application. This letter is submitted under separate cover.

While the subject site is located within the Inner West Council Local Government Area, the NSW Minister for Planning and Public Spaces is the Consent Authority for this application pursuant to Clause 4 of Schedule 6 of State Environmental Planning Policy (State Significant Precincts) 2005 as it is a development within the area identified as Glebe Island on the Sydney Harbour Port and Related Employment Lands Map (Refer Figure 1.1), has a capital investment value less than \$10 million and is not being carried out by a public authority.

Signage has existed on the Glebe Island Silos since 1992, (29 years) and has been the subject of numerous Development and Modification Applications over that time. When originally constructed the signage was considerably larger covering the top of the eastern, western and southern elevations of the Silos. Today the signage only covers the top of the southern and western elevations in accordance with the provisions of the Glebe Island Silos Development Control Plan 2004. Refer Figure 1.2 and 1.3.

The existing signage is the subject of a legal and valid Development Consent being DA 041-09-2011 (MOD 2), which is due to expire on the 11th April 2022. A copy of the consent instrument is detailed in Appendix A. This consent related to a Section 4.55 (2) Modification Application that was approved by the NSW Minister for Planning on the 21st September 2019. This consent extended the duration of the signage display for a four (4) year term and brought the total display period of the original consent to a ten (10) year term being the maximum consent duration possible pursuant to the provisions of Clause 21 of State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64). The development approval history of the site is presented in Section 1.3 of this SEE.

This Development Application seeks an extension to the ten (10) year consent duration to enable the existing externally illuminated advertising signs to be displayed for a further ten (10) year term being the maximum consent duration possible for a roof or sky sign under Clause 21 of SEPP 64.

This SEE has been prepared to address the statutory requirements and the broader planning and environmental issues associated with the proposal as required under the Environmental Planning and Assessment Act, 1979 (hereafter referred to as EP & A Act 1979) including the matters for consideration under Section 4.15(1).

The SEE Report format comprises the following sections:

- Section 1 Introduction. Includes details of the development approval history of signage approvals and the pre application consultation that has been undertaken with the NSW Department of Planning, Industry and Environment (acting on behalf of the NSW Minister for Planning and Public Spaces) and the Inner West Council.
- Section 2 Site Description and Environmental Context. Includes relevant considerations and extracts from the Heritage, Visual, Lighting and Traffic Impact Assessments that form part of the supporting documentation and an overview of the Draft Bays West Precinct Structure Plan and Place Strategy and its relevance to the Glebe Island Silos.
- Section 3 A Description of the Proposal. Includes a description of the existing signage display and the Public Benefit Offer that is being made to the Inner West Council in accordance with the provisions of Clauses 13 of SEPP 64.
- Section 4 Assessment of Statutory Compliance. Includes an assessment of the proposal against the relevant statutory planning controls and policies.

- Section 5 Environmental Assessment. Includes assessment of the proposal pursuant to Section 4.15 (1) of the EP & A Act 1979.
- Section 6 Conclusion and Recommendation.

The SEE demonstrates that the proposal will not give rise to any adverse traffic safety, illumination, heritage, visual or environmental impacts. Further, the proposal puts forward mitigation measures to address any potential land use conflict that could potentially arise from the implementation of the draft Bays West Place Strategy within the ten (10) year consent duration. On this basis it is our professional opinion that this Development Application is in the public interest and should be supported.

1.1. Supporting Documentation

The Development Application is accompanied by the following documentation, which should be read in conjunction with the SEE.

The supporting documentation includes:

- Appendix A Existing Development Consent DA041-09-2011 (MOD 2).
- Appendix B Development Application Plans prepared by Arcadis dated 30th June 2021 (Issue 1).
- Appendix C Visual Impact Assessment Report prepared by Group GSA dated 22nd July 2021 (Issue C).
- Appendix D Statement of Heritage Impact Report prepared by NBRIS dated 24th June 2021.
- Appendix E Lighting Impact Assessment Report prepared by Electrolight Australia Pty Ltd dated 23rd June 2021.
- Appendix F Traffic Safety Assessment Report prepared by Bitzios Consulting dated 22nd June 2021.
- Appendix G Letter from Ooh!media detailing the Public Benefit Offer to Inner West Council that accompanies this application, and satisfies Clause 13(2)(b) of SEPP 64.

1.2. Development Consent History

Roof signage has existed on the Glebe Island Silos for 29 years. The Development Consent history is summarised below.

- On 21st May 1992, the NSW Minister for Planning granted Development Consent to an Olympic Games 2000 Mural and the provision for sponsor advertising and lighting on the Glebe Island Silos. The consent was limited to a ten (10) year period.
- Between 2002 and 2005, the advertising structures remained on the Silos whilst Eye Corp Pty Ltd consulted with the Department of Planning regarding a Development Control Plan for advertising signage on the Glebe Island Silos. The Glebe Island Silos Advertising Signage Development Control Plan (hereafter referred to as the GIS DCP 2004) was formerly adopted by the NSW Government in December 2004.
- On 30th August 2005, the Sydney Harbour Foreshore Authority (SHFA) granted Development Consent to retain signage on the southern and western elevations of the Silos parapet. The consent was limited to a three (3) year period in line with the GIS DCP 2004.
- On 17th October 2008, SHFA granted a further consent to retain the signage. This consent was also limited to a three (3) year period.
- On 11th April 2012, the Department approved a Development Application for a three (3) year temporary consent for the existing signage structure on the Glebe Island Silos (DA 041-09-2011).

- On 12 February 2016, the Planning Assessment Commission (hereafter referred to as PAC) approved DA 041-09-2011 (MOD1) to extend the duration of the use of the Glebe Island Silos for the display of advertising signage by an additional three (3) years to a total of six (6) years.
- On the 21st September 2019 the NSW Minister for Planning approved DA 041-09-2011 MOD2 to extend the duration of the use of the Glebe Island Silos for the display of advertising signage by an additional four (4) years to a total of ten (10) years. This current consent will terminate on the 11th April 2022. This consent introduced a 1am curfew for the illumination of the signage at night and incorporated a public benefit offer to Inner West council that was implemented under a Planning Agreement. This agreement delivers to the Council an annual monetary contribution of \$125,000 with annual CPI increases for the duration of the consent. This Planning Agreement will also expire on the 11th April 2022.

It is noted that there was a significant reduction in the size of the signage display following the adoption of the GIS DCP 2004. The DCP controls were based on advertising design analysis that was carried out in accordance with Clause 29 of SEPP 64. This application proposes no change to the physical signage display or its operation. The application incorporates a new public benefit offer to Inner West Council as required under Clauses 13 and 18 of SEPP 64 (Refer Appendix G).

1.2.1. Pre Application Consultation

1.2.2. Pre Application Consultation with the NSW DPIE

To facilitate the preparation of the application and to ensure that it thoroughly addressed matters of concern, a Pre Application Meeting was held with the NSW Department of Planning, Industry and Environment (NSW DPIE) on Wednesday 26th May 2021. The key comments arising from that meeting are summarised in Table 1.1.

TABLE 1.1

MINUTES OF PRE APPLICATION MEETING WITH NSW DPIE

MATTERS DISCUSSED	APPLICANT COMMENT
<p>1. Port Authority Comments</p> <ul style="list-style-type: none"> • The Authority is supportive of a ten (10) year extension to the consent duration. • A ten (10) year extension of the consent term is consistent with the commercial lease term that has been agreed between Eye Drive Sydney Pty Ltd and the Port Authority for the continuation of the use. The ten (10) year consent term is also consistent with the commercial terms the Authority has in place with a number of commercial tenants on Glebe Island. 	<ul style="list-style-type: none"> • The Port Authority of NSW has granted owners consent to Eye Drive Sydney Pty Ltd for the lodgement of this Application. Owners consent is submitted under separate cover.

MATTERS DISCUSSED	APPLICANT COMMENT
<p>2. Draft Bays West Place Strategy Plans</p> <ul style="list-style-type: none"> The Draft Bays West Place Strategy led by NSW DPIE is unlikely to affect the current workings of the site within the next ten (10) years. The DPIE suggested that flexibility be maintained in the application to address any changes to the implementation timeframe that may eventuate, noting that there is still detailed master planning to be done across all Sub Precincts. Flexibility can best be achieved through the imposition of conditions of consent. The Port Authority of NSW has been working in collaboration with the NSW Government on the formulation of the Bays West Strategy. The Port Authority of NSW indicated that the NSW Government supports the ongoing port and maritime usage of the Port being retained for the next decade and beyond. With the port maritime capability being maintained the signage continues to be an appropriate use of the Silos. It is noted that the Silos remain in current use and the display of signage does not impact the operational functionality of the Silos. 	<ul style="list-style-type: none"> A ten (10) year consent term is commensurate with the term of the commercial agreement that the Port Authority of NSW has in place with the Applicant to display advertising signage on the Glebe Island Silos. It is noted that the advertising structure is owned by the Applicant under this agreement. The Applicant will accept a condition of consent similar to Condition B7 in the existing consent to gain approval from the Secretary to continue the display of the sign in the event the redevelopment of Glebe Island is accelerated. The Applicant will accept a condition of consent with wording to the effect that the night time illumination curfew would be changed to 11pm from 1 am should residential or hotel development be completed and occupied within the White Power Station Precinct (Sub Precinct 1) prior to the expiry of the consent.
<p>3. Public Benefit Offer</p> <ul style="list-style-type: none"> The NSW DPIE supports the continuation of a public benefit agreement between Eye Drive Sydney Pty Ltd and the Inner West Council to satisfy the Public Benefit Provisions of SEPP 64. The public benefit needs to be clearly defined. It was explained the existing public benefit agreement expires when the existing consent expires. The NSW DPIE indicated that it would be desirable to submit the new application with a new public benefit offer. 	<ul style="list-style-type: none"> Noted. This application incorporates a Public Benefit Offer. The Offer provides for the annual payment of a monetary contribution to the Inner West Council that is commensurate with the current agreement. The contribution will be paid annually over each year of the consent for investment in local heritage conservation initiatives. The letter of offer is detailed Appendix G.
<p>4. Level of Development Application documentation.</p> <ul style="list-style-type: none"> The NSW DPIE recommended that RL data be incorporated onto the elevations. 	<ul style="list-style-type: none"> Noted. This information has been included on the DA Plan Set that was prepared by Arcadis at Appendix B.

MATTERS DISCUSSED	APPLICANT COMMENT
<p>4. NSW Government Referrals and Concurrence Agencies</p> <ul style="list-style-type: none"> The NSW DPIE indicated the application would be referred to the Heritage Office for comment and to the NSW RMS for concurrence. The NSW DPIE indicated the application would be referred to Inner West Council and the Council of the City of Sydney for comment. 	<ul style="list-style-type: none"> Noted. The application is accompanied by a Heritage Impact Statement that has been prepared by NBRIS Heritage Architects and a Traffic Safety Assessment prepared by Bitzios Consulting. A Pre DA meeting was held with Inner West Council as the Silos fall within this Local Government Area. Refer Table 1.2 . The Visual Impact Assessment has considered the view catchments of the signage from both within the Inner West and City of Sydney Local Government Areas.

1.2.3. Pre Application Consultation with Inner West Council

To facilitate the preparation of the application and to ensure that it thoroughly addressed matters of concern to the Inner West Council, a Pre Application Meeting was held with planning officers of Inner West Council on Friday 4th June 2021. The key comments arising from that meeting that are relevant to this Development Application are summarised in Table 1.2.

To facilitate the formulation of a public benefit offer, a meeting was held with the strategic investment and property officers at Inner West Council on Wednesday 23rd June 2021. The key comments arising from that meeting are summarised in Table 1.3.

TABLE 1.2

MINUTES OF PRE APPLICATION MEETING WITH PLANNING OFFICERS INNER WEST COUNCIL

MATTERS DISCUSSED	COMMENT
<p>1. Draft Bays West Strategy Plans</p> <ul style="list-style-type: none"> The impact of the draft Bay West Place Strategy was discussed in terms of the timeframes for the implementation of the strategy vision. It was agreed that it would be beneficial if the applicant could look at how the impact of the signage could be mitigated if development within Sub Precinct 1 occurred within the consent duration timeframe. The incorporation of draft conditions of consent was seen to be an effective means of mitigating impact. Council indicated that the wording of the conditions needed to be carefully considered given the timeframe of construction. Where completion of works is used as a trigger date for a change in illumination or for the removal of the signage display, draft conditions should recognise occupation of residential or hotel related uses rather than commencement of construction. 	<ul style="list-style-type: none"> The Applicant will accept a condition of consent with wording to the effect that the signage would be removed should Glebe Island be redeveloped prior to the expiry of the consent in a way that makes the retention of the signage on the silos untenable. The existing consent has Condition B7 which addresses this requirement and it could be carried over to the new consent. The Applicant will accept a condition of consent with wording to the effect that the night time illumination curfew would be changed to 11pm from 1 am should residential or hotel development be completed and occupied within the White Power Station Precinct (Sub Precinct 1) prior to the expiry of the consent.

<p>2. Heritage Considerations</p> <ul style="list-style-type: none"> Council wanted to understand how the heritage significance of the Silos was being addressed in the application and asked if the size of the signage display was being reduced. 	<ul style="list-style-type: none"> The application is accompanied by a Heritage Impact Statement that has been prepared by NBRS Heritage Consultants. Refer Appendix D. The Applicant indicated that the signage was not being reduced in area. The existing signage conforms to the dimensions set out in the GIS DCP 2004 which was based on the findings arising from advertising design analysis. The provisions also considered the heritage status of the site. The Applicant explained that the original signage display approved in 1992, was considerably larger than the existing signage which reflects the dimensions prescribed in the GIS DCP 2004 investigations. The Glebe Island Silos are identified in the draft Bays West Place Strategy and the accompanying suite of planning documents as a heritage landmark. It is evident from the strategic investigations that have been undertaken by the NSW DPIE so far that the Silos may be repurposed and become part of the public domain in the future. This role will not be realised in the next ten (10) years. As such a further ten (10) year extension of the consent duration for the advertising display will not diminish the future role that they are to play going forward. The advertising structure can and will be removed from the Silos at the appropriate time.
<p>3. Traffic and Transportation</p> <ul style="list-style-type: none"> Council indicated that the application would require referral to the NSW RMS. It was confirmed that the State Government has committed to the delivering the Bays West Metro Station and work has commenced. The Council indicated that they did not foresee that the Metro Station raised any concerns relating to the signage display. 	<ul style="list-style-type: none"> The application is accompanied by a Traffic Safety Assessment prepared by Bitzios Consulting. This report has not identified any matters that would result in the NSW RMS withholding concurrence for this application. Refer Appendix F.
<p>4. Illumination</p> <ul style="list-style-type: none"> It was indicated that should residential development occur within Sub Precinct 1 being the White Bay Power Station site during the ten year consent term then the signage display illumination curfew would change to 11pm from 1am. 	<ul style="list-style-type: none"> The Applicant will accept a condition of consent with wording to the effect that the night time illumination curfew would be changed to 11pm from 1 am should residential or hotel development be completed and occupied within the White Power Station Precinct (Precinct 1) prior to the expiry of the consent.

<p>5. Public Benefit Offer</p> <ul style="list-style-type: none"> Pursuant to Clause 13 of SEPP 64 the Development Application triggers a requirement for a public benefit offer. Council Officers indicated that discussion concerning the public benefit offer would need to be held with Council's strategic investment and property officers. (Refer Table 1.3) 	<ul style="list-style-type: none"> Noted. This Application is accompanied by a public benefit offer. Refer Appendix G.
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TABLE 1.3

MINUTES OF PRE APPLICATION MEETING WITH STRATEGIC INVESTMENT AND PROPERTY OFFICERS AT INNER WEST COUNCIL

MATTERS DISCUSSED	APPLICANT COMMENT
<p>1. Statutory Framework For The Offer</p> <ul style="list-style-type: none"> Council indicated that it would be necessary to clearly identify what the public benefit offer would be and how it related to the proposal. 	<ul style="list-style-type: none"> It was explained that the public benefit offer is being made pursuant to Clauses 13 of SEPP 64. It was indicated that the Offer has to accompany the Development Application. The Offer provides for the annual payment of a monetary contribution each year of the consent term to the Council. The monetary contribution will be commensurate with the current agreement. The current agreement provides \$125,000 per annum that is indexed to CPI. The current contribution is used by Council to fund local heritage conservation projects within the Inner West LGA.
<p>2. Legal Vehicle For Delivering The Offer.</p> <ul style="list-style-type: none"> The Council indicated that it will be necessary for the Applicant to identify the legal arrangements that it proposes to use to deliver the public benefit offer. 	<ul style="list-style-type: none"> It was agreed the Applicant would source legal advice about appropriate legal vehicles that could be used to deliver the public benefit offer. The Applicant indicated that they had successfully used 'licence agreements' for other signage projects.
<p>3. Going Forward.</p>	<ul style="list-style-type: none"> It was agreed that the Applicant would forward legal advice to the Council identifying the appropriate delivery vehicle for delivering the public benefit offer.

1.3. The Justification For This Application

The Glebe Island Peninsula and White Bay surrounds form part of the land designated as the Bays Precinct. The Precinct comprises of '5.5 kilometres of harbour-front, 95 hectares of mostly government-owned land and 94 hectares of waterways in Sydney Harbour'. The Precinct has been the subject of extensive and ongoing strategic planning since 2014.

In 2014, the strategic planning process was led by Urban Growth NSW Development Corporation (hereafter referred to as Urban Growth). In 2015, Urban Growth released *The Bays Precinct Sydney Transformation Plan*. This Plan presented 'a blueprint to transform The Bays Precinct into a bustling hub of enterprise, activity and beautiful spaces. Located within the iconic Sydney Harbour, the area will be enjoyed by Sydneysiders and the global community alike.'

Figure 1.4 is an extract from the Bays West Transformation Plan and identifies the strategic vision for each of the eight (8) destination precincts that were identified in the Plan. The future destination of Glebe Island was to support blue economic activities of the Port and to explore its potential for the development of a technological and innovation campus.

Under the Bays West Transformation Plan, Glebe Island was identified as a 'longer-term priority destination'. The Plan identified that work in relation to these destinations was anticipated to start beyond 2022.

In 2017, following a strategic review of Glebe Island by Infrastructure NSW (NSW), the NSW Government endorsed a recommendation that Glebe Island Port facilities be retained and expanded to meet the strategic supply needs of the construction industry, in particular the materials for concrete production being sand, cement and aggregates.

Today, the Port Authority of NSW balances the operation of the Port and its commercial tenants with the urban renewal opportunities presented by the Bays West Precinct holistically. To this end, the Port Authority of NSW has been working collaboratively with the NSW Government over the past two (2) years on the recently released Bays West Place Strategy.

The current draft Bays West Strategy documents released between March and April 2021 outline plans for the initial development of the Precinct (to 2030) as well as longer term plans (2040 and beyond). The Strategy recognises the importance of retaining the existing port and working Harbour maritime and industrial uses. The NSW Government has retained these operations with the understanding that their configuration can be optimised to retain berth capacity while supporting the Precinct's urban renewal ambitions.

The draft Bays West Place Strategy identifies ten (10) Sub Precincts. Refer Figure 1.5. Each Sub Precinct will undergo a master planning and rezoning process. The Glebe Island Silos are located in Sub Precinct 3 and the balance of the working port activities are located in Sub Precincts 3, 4 and 5.

The draft Bays West Strategy documents suggest that Precincts 3, 4 and 5 may face significant transformation in the longer term (2040 and beyond) but the exact nature and detail of that transformation is yet to be considered and determined. Figures 1.6 and 1.7 detail the aspirational 2030 and the 2040 structure plans respectively.

Development over the next ten (10) years is proposed to be focused around Sub Precinct 1 which is the White Bay Power Station and the Metro Station Precinct to the west of the Glebe Island Silos. The draft Bays West Place Strategy documents indicate that the extent of development within the Bays West Precinct to 2030 is expected to include:

- The Metro Bays Station being open and operational;
- Precinct 1 being fully planned and under development;
- The curtilage of the White Bay Power Station being integrated with the rest of the Sub Precinct;
- Active travel connections being investigated and implemented where feasible with links through Bays West back into Balmain and surrounding areas; and
- Rozelle Parklands Rozelle Rail Yards land to the west of Victoria Road constructed and open to the public.

In addition to the above works, the next ten (10) years will accommodate a variety of temporary changes around the Silos to enable the delivery of infrastructure across Sydney. Land to the west of the Silos has been identified as 'Bays Station Temporary Land' to facilitate construction activities. Port Authority of NSW land to the east and north-east of the Silos is identified as an 'Indicative Western Harbour Tunnel Temporary Use Zone'.

The Port Authority of NSW has agreed to enter into a new commercial lease with the Applicant, Eye Drive Sydney Pty Ltd for the ongoing display of the existing advertising signage at the top of the Glebe Island Silos given their understanding that Sub Precincts 3,4 and 5 will not be developed within the next ten (10) years.

In preparing this application, consultation has taken place with the NSW DPIE and the Inner West Council. Both Authorities agree that it is unlikely that any development will occur to Sub Precincts 3, 4 and 5 in the next decade as substantial master planning is required to establish the detailed development scenarios for each Sub Precinct.

As the existing advertising signage is defined as a 'roof sign' under the provisions of Clause 21 of SEPP 64, the maximum consent duration that can be applied under the SEPP is a ten (10) year term. While previous Development Consents for the advertising signage have consent durations in line with the Glebe Island Silos Advertising Development Control Plan 2004, the extensive Strategic Planning that has informed the 2021 draft Bays West Strategy and Structure Plans indicate an extended consent duration are appropriate given the 2030 vision for Glebe Island and the broader Bay West Precinct under the 2030 Structure Plan.

As a precautionary measure, the Applicant is proposing the following condition of consent to address any change in timeframe that could result in the development of Precinct lands that would be adversely impacted by the Glebe Island Silos advertising signage illumination. The Condition is as follows:

- *Suggested Night time Illumination Condition.*

The night time illumination curfew would be changed to 11pm from 1 am should residential or hotel development be completed and occupied within the White Power Station Precinct (Precinct 1) prior to the expiry of the consent;

Further, the Applicant has indicated they would be willing to accept the imposition of Condition B7 from the existing consent, that provides for the removal of the signage in the event Glebe Island is redeveloped during the consent term and the NSW Secretary for Planning determines it is now inappropriate to be displayed.

FIGURE 1.2

PHOTOGRAPH OF THE GLEBE ISLAND SILOS SIGNAGE ON THE SOUTHERN ELEVATION



Source: Eye Drive Sydney Pty Ltd

FIGURE 1.3

PHOTOGRAPH OF THE GLEBE ISLAND SILOS SIGNAGE ON THE WESTERN ELEVATION



Source: Eye Drive Sydney Pty Ltd

FIGURE 1.4

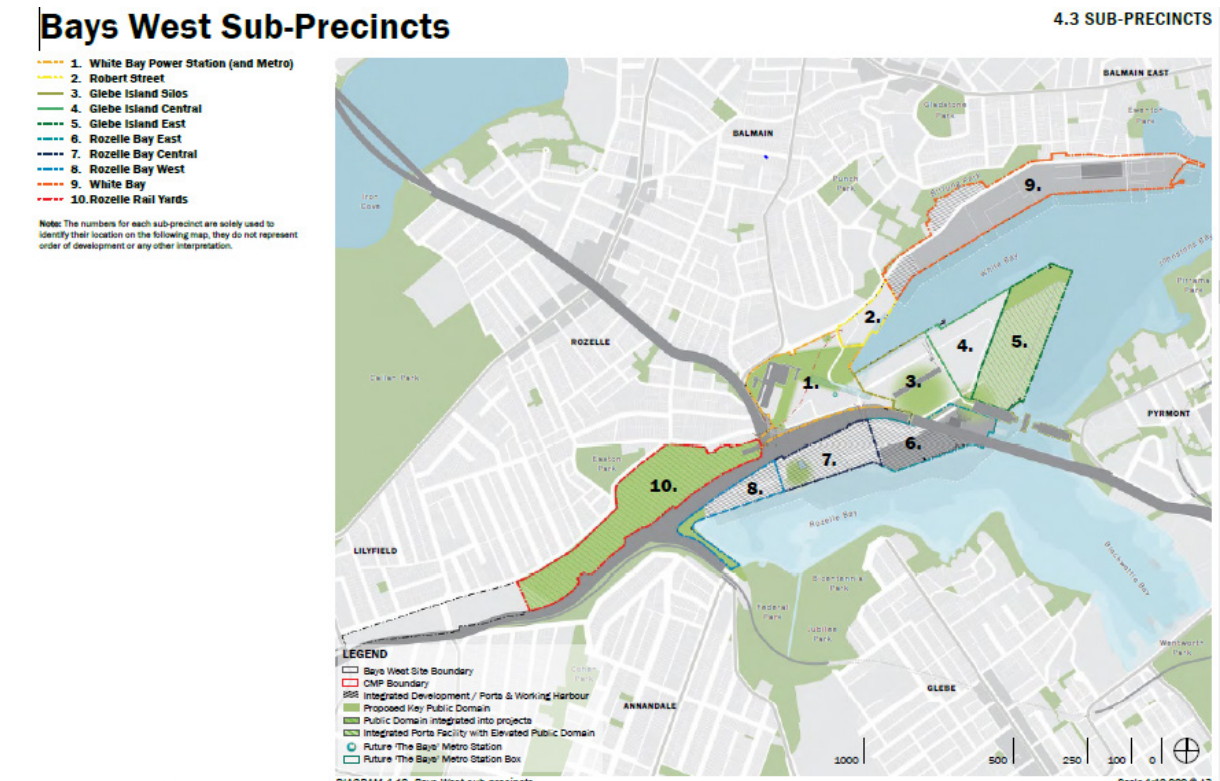
2015 BAYS WEST TRANSFORMATION STRATEGY DESTINATION PRECINCTS



Source: Bays Precinct Transformation Plan 2015 Urban Growth

FIGURE 1.5

BAYS WEST STRUCTURE PLAN 2021 SUB PRECINCTS



Source: Bays West Strategic Place Framework 2021 NSW DPIE

FIGURE 1.6

BAYS WEST 2030 STRUCTURE PLAN

Staging

5.1 IMPLEMENTATION ACTIONS & STAGING

DRAFT BAYS WEST INITIAL STAGE STRUCTURE PLAN UP TO 2030

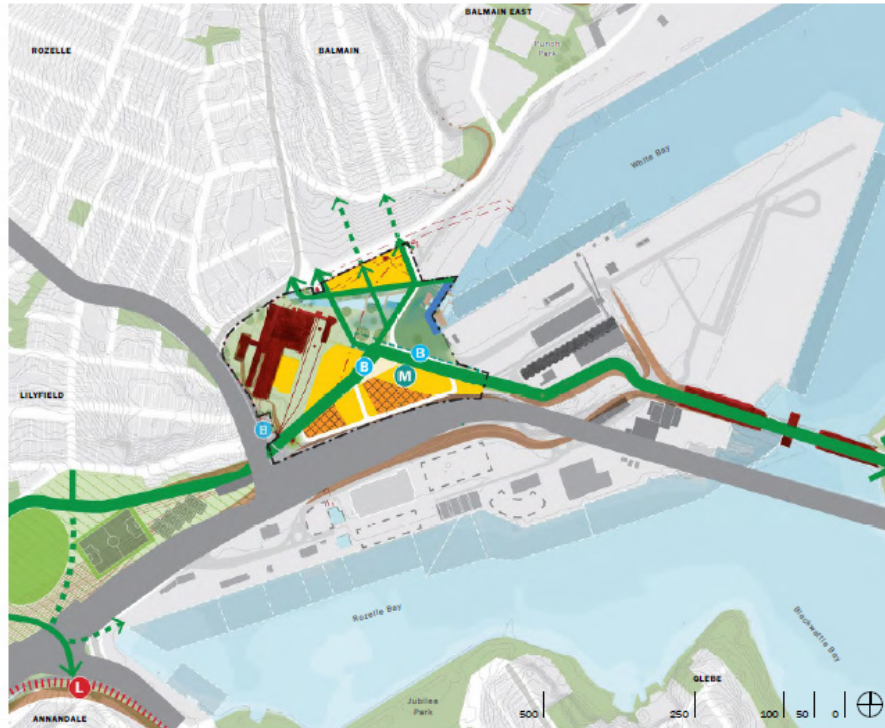
The Bays West Initial Stage Structure Plan shows the Bays West precinct when the Metro Station opens. The planning will influence future opportunities in adjacent sub-precincts, and therefore a holistic precinct-wide approach is required.

At the completion of Stage 1, it is anticipated the following will have been achieved:

- The Bays Station open and operational
- The White Bay Power Station (and Metro) sub-precinct is fully planned and under development
- the curtilage of the White Bay Power Station is integrated with the rest of the sub-precinct
- Active travel connections will have been investigated and implemented where feasible, with links through Bays West back into Balmain and surrounding areas
- Rozelle Parklands is constructed and open to the public.

LEGEND

- Bays West Site Boundary
- Light Rail Station
- ||| Light Rail Route
- Future 'The Bays' Metro Station
- Future 'The Bays' Metro Station Box
- ↔ Proposed Active Transport Connection
- ↔ Potential Future Active Transport Connection
- Proposed Bus Interchange
- Key Heritage Landmark
- Key Landform
- Foreshore Promenade
- Proposed Zone of Development
- Proposed Trailer Building Cluster
- Public Domain integrated into projects
- Ports & Working Harbour Zone
- Vessel Berthing Zone
- Existing Buildings
- ⋮ Future Development/Building



Source: Bays West Strategic Place Framework 2021 NSW DPIE

FIGURE 1.7

BAYS WEST 2040 STRUCTURE PLAN

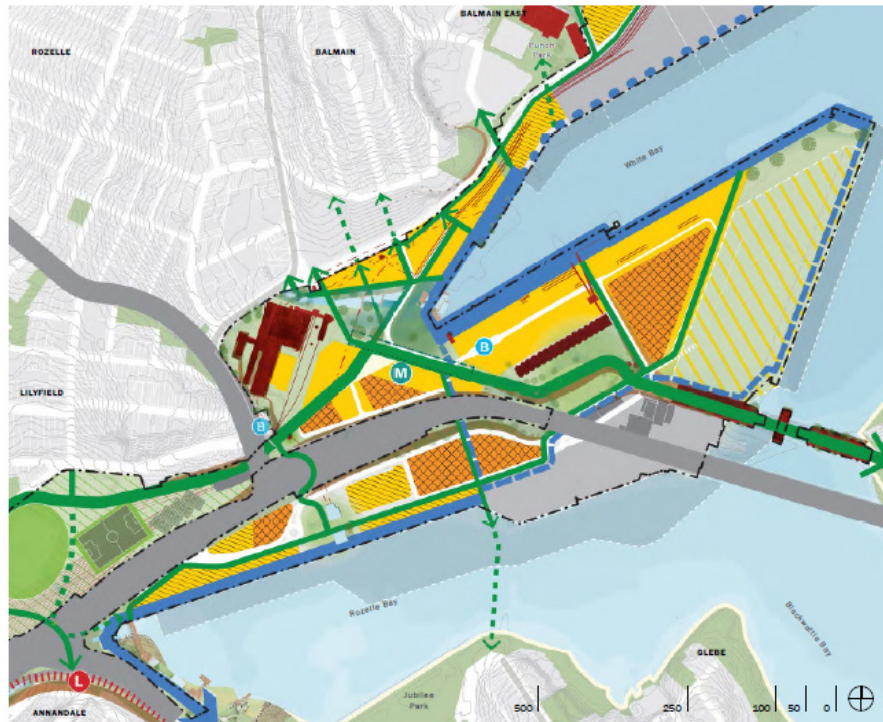
Staging

DRAFT BAYS WEST STRUCTURE PLAN 2040 AND BEYOND

The end-state Structure Plan sees the realisation of an integrated urban renewal of the full Precinct, while facilitating the continued operation of the strategic Ports and maritime uses to be retained. The timing, order, and detailed resolution of each sub-precinct will be further resolved as part of ongoing investigations in the Precinct. However, the Draft Place Strategy and its supporting documents are designed to ensure a Precinct-wide perspective and coordinated delivery, while allowing flexibility to accommodate future changes in land/water use demands and community needs in subsequent development phases.

5.1 IMPLEMENTATION ACTIONS & STAGING

- LEGEND**
- Bays West Site Boundary
 - Light Rail Station
 - Light Rail Route
 - Future 'The Bays' Metro Station
 - Future 'The Bays' Metro Station Box
 - ↔ Proposed Active Transport Connection
 - Potential Future Active Transport Connection
 - Proposed Bus Stops/Interchange
 - Key Heritage Landmarks
 - Proposed Key Public Domain
 - Key Landform
 - Foreshore Promenade
 - Proposed Promenade Linking Connections
 - Occasional Foreshore Promenade Access (non-ship days)
 - Existing Foreshore Promenade
 - Proposed Zone of Development
 - Proposed Taller Building Cluster
 - Integrated Development / Ports & Working Harbour
 - Public Domain integrated into projects
 - Integrated Ports Facility with Elevated Public Domain
 - Ports & Working Harbour Zone
 - Vessel Berthing Zone



Source: Bays West Strategic Place Framework 2021 NSW DPIE

2. SITE DESCRIPTION AND ENVIRONMENTAL CONTEXT

2.1. Site Description

The subject site, is commonly referred to as the Glebe Island Silos and is located at Victoria Road, Glebe Island. The site is located within the Inner West Local Government Area. The site forms part of Glebe Island. Glebe Island is a reclaimed peninsula to the south of Balmain and is surrounded by water to the north (White Bay), south (Rozelle Bay) and east (Johnstons Bay). ANZAC Bridge and the City West Link are situated to the south and south-east of Glebe Island respectively. Refer Location Plan at Figure 2.1.

The site is legally described as Lot 10 in DP 1065973 and is under the care, control and ownership of the Port Authority of NSW. Glebe Island is a working port used for deep water wharfage and storage, including bulk cement, sugar, gypsum loading and unloading. Glebe Island and White Bay are the only deep water wharves west of the Sydney Harbour Bridge. Public access to Glebe Island and White Bay is generally restricted and controlled, with some public access available in certain areas. There is no public access to the Glebe Island Silos.

The Silo structures are a significant landmark. They comprise of 30 silos that are bound together in two parallel rows of 15 silos. The structure is rectangular in shape and is approximately 22 metres wide, 180 metres long and 50 metres high. The Silos have historically been used for the storage and bulk handling of wheat and are currently used for the storage of sugar and cement. The Silos are constructed in concrete and built as one element. The tower and conveyor room are clad in profiled metal sheeting fixed to a steel frame. The Silo group comprises the following components:

- An enclosed conveyor arm extending from a motor room at the wharf edge to the upper north-eastern corner of the building;
- A machinery tower at the eastern end that rises from the ground to above the level of the adjacent Silos; and
- A horizontal conveyor room which distributes the cargo to the selected Silo.

The southern and western facades of the Silos are decorated with large scale murals depicting classical athletes competing in various Olympic sports. These murals were created in 1992 as part of the 'Olympic Look' program that was staged for the 2000 Sydney Olympic bid.

Advertising signage is mounted on the upper parapet of the southern and western elevations of the silos group. A gantry forms part of the advertising structure and is used for maintaining the signage. The signage is described as roof or sky signage.

The advertising panels on the western elevation measure 22.1m x 6.1m (134.8m² advertising display area) and on the southern elevation comprise three panels measuring 61.7m x 6.1m, 61m x 6.1m and 51m x 6.1m which equates to a total advertising display area of 1037m². The advertising panels comprise vinyl skins which are printed with the advertising copy and tensioned across the steel support frame. Each signage panel is externally illuminated using top mount down lights. Six (6) equally spaced down lights are mounted on the western sign and forty-three (43) equally spaced down lights illuminate the southern signage zone. Generally, advertising copy is displayed on the Silos for minimum twenty eight (28) days before it is changed to a new campaign. Given the dimensions of the sign the advertising copy is purpose-designed for its location.

The signage on the southern elevation faces westbound traffic (away from the CBD) travelling over the Anzac Bridge. The signage on the southern elevation faces eastbound traffic (towards the CBD) travelling along the City West Link. The signage is the subject of a commercial lease agreement between Eye Drive Sydney Pty Ltd and the Port Authority.

The following figures and captions describe the Glebe Island Silo structure. Refer Figures 2.2-2.5.

FIGURE 2.1

SITE LOCATION SHOWING THE GLEBE ISLAND SILOS CIRCLED IN RED



Source: Group GSA 2021

FIGURE 2.2

VIEW EAST LOOKING FROM THE OVERPASS OVER THE WESTERN DISTRIBUTOR AND APPROACH TO THE ANZAC BRIDGE SHOWING THE WEST ELEVATION OF THE SILOS PAINTED AND ADVERTISING MOUNTED ON THE UPPER LEVEL



Source: NBRS Heritage Architecture 2021

FIGURE 2.3

VIEW NORTH AND NORTHEAST FROM THE ANZAC BRIDGE SHARED PATH TO THE WEST ELEVATION OF THE GLEBE ISLAND GRAIN SILOS SHOWING THE UNPAINTED BASE OF THE SILOS (LEFT). MURALS ARE PAINTED ON THE UPPER LEVELS DEPICTING CLASSICAL COLUMNS, OLYMPICS GAMES SPORTING MOTIFS AND SIGNAGE STRUCTURE AT THE TOP OF THE SILOS. CEMENT STORAGE AND TRUCK LOADING OPERATES WITHIN STRUCTURES AT THE BASE OF THE SILOS



Source: NBRS Heritage Architecture 2021

FIGURE 2.4

VIEW EAST FROM THE VICTORIA ROAD OVERPASS SHOWING THE UNPAINTED NORTH ELEVATION AND OLYMPIC GAMES 2000 MURALS PAINTED ON THE WEST ELEVATION OF THE GLEBE ISLAND GRAIN SILOS. AN ENCLOSED CONVEYOR ARM FOR TRANSFER OF SUGAR FROM SHIPS INTO THE SILOS EXTENDS DIAGONALLY FROM A MOTOR ROOM AT THE WHARF EDGE TO THE UPPER NORTH-EASTERN CORNER OF THE BUILDING



Source: NBRIS Heritage Architecture 2021

FIGURE 2.5

VIEW SOUTH FROM ROBERT STREET, ROZELLE, SHOWING THE UNPAINTED NORTH ELEVATION OF THE GLEBE ISLAND GRAIN SILOS WITH THE ANZAC BRIDGE BEHIND. NO SIGNAGE STRUCTURE IS MOUNTED ALONG THE UPPER LEVEL OF THE SILOS



Source: NBRIS Heritage Architecture 2021

2.2. Existing and Desired Land Use Character & Context

2.2.1. Existing Surrounding Land Use Character and Context

The Anzac Bridge runs adjacent to the Silos on the southern side and is in an elevated position as it passes the Silos. Glebe Island is predominantly characterised by large scale maritime industrial buildings and open hardstand used for port activities with supporting infrastructure and access roads. In 2017, the NSW Government recommended that port facilities at Glebe Island be retained and expanded to meet the strategic supply needs of the construction industry.

The land immediately to the south of the Silos forms part of Glebe Island Berths 1 and 2, is generally open and currently without any large built form structures. An approval under Part 5 of the EP & A Act 1979 exists for the ongoing use of Berths 1 and 2 for ad hoc port related activities. Hanson Construction Materials Pty Ltd has received approval for an aggregate handling facility and concrete batching plant on Berth 1 under State Significant Development Application SSD 8544. A significant part of the remaining areas of Glebe Island form part of a State Significant Infrastructure Approval to support the Western Harbour Tunnel and Warringah Freeway Upgrade Project (SSI 8863).

Rozelle Bay and Blackwattle Bay are situated to the south and south-east of Glebe Island. The Peninsula to the east of the Silos accommodates the suburb of Pyrmont. It is characterised primarily by high density residential development. A public footpath is provided along the water's edge north of the old Glebe Island Bridge, but public access is limited by private landholdings along the foreshore of Blackwattle Bay. The eastern elevation of the silos are devoid of signage and as such this area views the Silos in their original state.

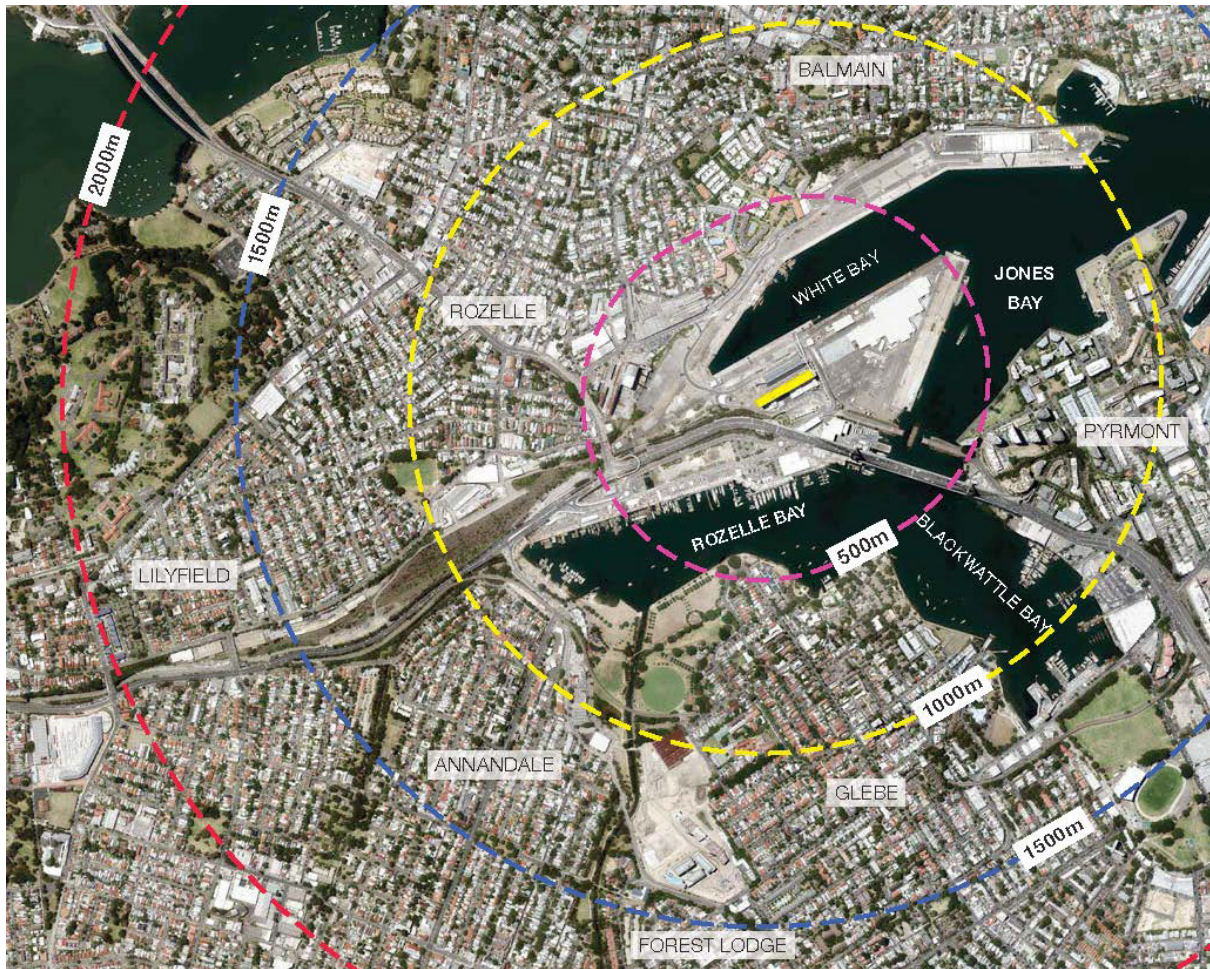
To the south, the suburb of Glebe is dominated by a mix of attached and detached housing and low rise residential developments. A foreshore path provides public access along the harbour edge and links a number of parks. South-west of the Silos and bounded by Johnstons Creek, Rozelle Bay and the City-West Link Road is the suburb of Annandale, dominated primarily by attached, medium density housing. These areas experience filtered views of the signage.

West of the Glebe Island Silos is the suburb of Rozelle, with a commercial and industrial corridor along Victoria Road and Robert Street attached, medium density housing behind. Although the Silos are visible from some parts of Rozelle, the majority of the suburb is screened from view by topography and built form. To the immediate north west is the White Bay Power Station site. Further north of the Silos is White Bay and Balmain which have views to the northern facades of the Silos. Like the eastern elevation, the northern elevation is devoid of signage and as such these areas view the Silos in their original state.

The existing surrounding land use context of the Silos is illustrated at Figure 2.6.

FIGURE 2.6

SURROUNDING LAND USE CONTEXT



Source: Group GSA VIA 2021

2.2.2. Desired Surrounding Land Use Context

The Glebe Island Peninsula (which includes the Glebe Island Silos) and White Bay surrounds form part of the land designated as the Bays Precinct. The Precinct comprises of '5.5 kilometres of harbour-front, 95 hectares of mostly government-owned land and 94 hectares of waterways in Sydney Harbour'. As detailed in Section 1.4 of this SEE the Precinct has been the subject of extensive strategic investigation and planning since 2014. The vision has always been to see the Precinct evolve into a connected, vibrant mixed use Precinct integrated with ports and working harbour activities.

The current draft Bays West Place Strategy documents released and publicly exhibited between March and April 2021 outline plans for the initial development of the Precinct (to 2030) as well as longer term plans (2040 and beyond). Figures 1.6-1.7 detail the strategic planning framework for the Precinct over the next twenty (20) years through to 2040.

Detailed place analysis for the Precinct has identified numerous opportunities for its urban renewal. The draft Bays West Place Strategy (March 2021) identifies the key opportunities in respect to land use and function as being:

- 'Retention of the ports and maritime uses and the unique character they offer;
- Design of a best practice port and mixed use development that acknowledges the economic and social importance of the port and working Harbour uses whilst mitigating land use conflicts and maximising public access to the foreshore;
- Unlock appropriate areas for the delivery of employment space and dwellings in a diverse range of building types and sizes;
- Establish a new vibrant mixed use economy and utilise the character and place benefits from the heritage assets and waterfront including the prominence and landmark qualities of the White Bay Power Station;
- Leverage the location of the Bays Precinct with its broader connectivity to Greater Sydney and the established innovation corridor to establish a knowledge intensive jobs centre; and
- Enable ports and maritime innovation in response to global trends.'

The draft Bays West Precinct is comprised of ten (10) Sub Precincts as detailed at Figure 1.5. The Sub Precincts represent a logical division of the Bays West Precinct, based primarily on the existing and desired future character zones. Based on the draft Bays West Urban Design Framework, an overview of each Sub Precinct follows. Each Sub Precinct is described in terms of an aspirational future character. Only Sub Precinct 1 has certainty in terms of timeframes and future character, associated with the Bays West Metro Station, with detailed master planning set to commence in the coming months. The draft Urban Design Framework will evolve in response to further detailed precinct wide studies and strategies yet to be developed.

- **Sub Precinct 1 White Bay Power Station and Metro (WBPS)** - Sub Precinct 1 will be a new destination that services as a focal arrival point. There will be new mixed use development including high density residential and hotel uses that will support a lively and activated public waterfront park that will open up to the head of the Bay and offer views across to the Sydney Harbour Bridge and CBD skyline. The White Bay Power Station will be sensitively restored and will serve as a landmark structure of the Precinct.
- **Sub Precinct 2 Roberts Street**- Sub Precinct 2 is a transition point providing new access opportunities to the Precinct from Balmain Peninsula. This Sub Precinct will play a critical gateway role for the broader Precinct, establishing new connection opportunities between Bays West and this existing resident/worker population of the Balmain Peninsula, while also filtering access to the Ports operational zones in the adjacent White Bay Precinct.
- **Sub Precinct 3 Glebe Island Silos**-Sub Precinct 3 is currently a working port zone. Gypsum Resources, Cement Australia and Sugar Australia are current lease holders. The Silos are recognised as an iconic heritage landmark. They will be retained and may be repurposed as part of a Sub Precinct with a range of activities and uses.
- **Sub Precinct 4 Glebe Island Central**- Sub Precinct 4 will serve as the epicentre of new development on Glebe Island. Careful consideration will be taken of the links running through this zone and the changes in level between remnant topography and the flat deck of Glebe Island, while enabling development zones separated from surroundings and leveraging views and amenity from the adjacent Sub Precincts.
- **Sub Precinct 5 Glebe Island East**- Sub Precinct 5 will see an important port waterfront operational interface maintained with opportunities to create innovative solutions for open space, public access and amenity integrated with port operations.
- **Sub Precinct 6 Rozelle Bay East**- Sub Precinct 6 will be home for the Precincts maritime and working harbour operations.
- **Sub Precinct 7 Rozelle Bay Central**- Sub Precinct 7 will become a new arrival point for the Precinct. The focus of this Sub Precinct is the public foreshore which could accommodate marina uses and highlight linkages to White Bay Power Station.

- **Sub Precinct 8 Rozelle Bay West**-Sub Precinct 8 wraps around the foreshore and Rozelle Bay. This shallow water zone enables ecological intervention and provides an access point for motorless watercraft. This Sub Precinct is a critical part of the green-blue infrastructure, providing an extension of the existing foreshore and a new gateway to Bays West
- **Sub Precinct 9 White Bay**-The strategic port uses in this part of the Precinct are to be retained. Renewal enables greater access to the existing cruise terminal with improved public transport opportunities to assist in traffic reduction and enables greater use of the terminal as an events centre.
- **Sub Precinct 10 Rozelle Rail Yards**-Sub Precinct 10 will be part of the West Connex Rozelle Interchange Project and on completion will be transformed into 9 hectares of active public parkland.

Development over the next ten (10) years through to 2030 is proposed to be focused around Sub Precinct 1 which is the White Bay Power Station and the Metro Station Precinct to the west of the Glebe Island Silos. The draft Bays West Strategy documents indicate that the extent of development within the Bays West Precinct to 2030 is expected to include:

- The Metro Bays Station being open and operational;
- Precinct 1 being fully planned and under development;
- The curtilage of the White Bay Power Station is integrated with the rest of the Sub Precinct;
- Active travel connections with links through Bays West back into Balmain and surrounding areas; and
- Rozelle Parklands Rozelle Rail Yards land to the west of Victoria Road being constructed and open to the public.

2.3. Road and Traffic Context

Bitzios Consulting has undertaken a Traffic Safety Assessment to determine whether a ten (10) year consent term would have an adverse traffic safety impact. The Assessment Report is reproduced in Appendix F. The relevant extracts from that report that define the local road context are reproduced below.

2.3.1. Local Road Network

The local road network of relevance to this project is illustrated by Figure 2.7 and a summary of the road hierarchy is detailed in Table 2.1.

FIGURE 2.7
LOCAL ROAD NETWORK



Source: Bitzios Consulting 2021

TABLE 2.1
ROAD HIERARCHY SUMMARY

ROAD NAME	JURISDICTION	HIERARCHY	NUMBER OF LANES	SPEED LIMIT
Western Distributor	RMS	State Road	8 (two way)	60km/h
Victoria Road	RMS	State Road	6 (two way)	60km/h
The Crescent	RMS	State Road	6 (two way)	60-70km/h
Mullens Street	RMS & Inner West Council	Regional Road	2 (two way)	40km/h
Robert Street	RMS & Inner West Council	Regional Road	2 (two way)	40km/h
James Craig Road	Inner West Council	Local Road	2 (two way)	50km/h
Banks Street	Council of the City of Sydney	Local Road	2 (two way)	50km/h
Bowman Street	Council of the City of Sydney	Local Road	2 (two way)	50km/h
Distillery Drive	Council of the City of Sydney	Local Road	2 (two way)	50km/h

Source: Bitzios Consulting 2021

2.3.2. Traffic Volumes

Bitzios Consulting has obtained traffic volumes from the NSW Roads and Maritime Services (hereafter referred to as the NSW RMS). These were for a weekday and a weekend day on the Western Distributor in 2019. The volumes are summarised in Table 2.2 and the NSW RMS counter location is shown in Figure 2.8.

TABLE 2.2
WESTERN DISTRIBUTER TRAFFIC VOLUMES

DIRECTION	WEEKDAY	WEEKEND
Eastbound	74,989	68,613
Westbound	64,329	61,421
Total	139,318	130,074

Source: Bitzios Consulting 2021

FIGURE 2.8
TRANSPORT FOR NSW TRAFFIC COUNTER LOCATIONS



Source: Bitzios Consulting 2021

2.3.3. Review of Crash Data

Bitzios Consulting has obtained Crash Data for the relevant sections of the Western Distributor, Victoria Road, The Crescent, Bank Street and Bowman Street from Transport for NSW in order to assess the crash history in proximity to the subject site. This data is discussed in detail in Section 6.3 of the Traffic Safety Assessment that is reproduced at Appendix F. The relevant extracts about the crash data are reproduced below.

The most recent five (5) years of data at the time of the request has been used for the assessment (2015-2019). Crashes involving vehicles travelling in the direction of and in view of the sign were used for the assessment. The viewing areas of the static signs are from approximately 650m south-west along The Crescent, 445m south-west along Victoria Road, 555m east along the Western Distributor, as well as Bank Street west of Miller Street and Bowman Street west of Tambua Street.

Crash data included the following severity categories:

- **Fatal** – a crash in which at least one person was killed
- **Serious injury** – a crash involving at least one person identified in a police report and matched to a health record indicating a hospital stay due to injuries sustained in a crash, or is identified as an iCare (Lifetime Care) participant AND no one was killed in the crash
- **Moderate injury** – a crash involving at least one person identified in a police report who is matched to a health record that indicates that they were treated at an emergency department but were not admitted for a hospital stay, or is matched to a CTP claim indicating a moderate or higher injury AND no one was killed or seriously injured
- **Minor/Other injury** – a crash involving at least one person identified as an injury in a police report who is not matched to a health record that indicates the level of injury severity, or is matched to minor injury CTP claim AND no one was kill seriously injured or moderately injured
- **Non-casualty (tow-away)** – a crash in which no one was killed or injured but at least one motor vehicle was towed away.

The crash data is detailed in Table 2.3.

TABLE 2.3
CRASH DATA

YEAR	CRASH SEVERITY					
	FATAL	SERIOUS INJURY	MODERATE INJURY	MINOR/OTHER INJURY	NON CASUALTY TOW AWAY	TOTAL
2015	-	1	6	5	2	14
2016	-	1	3	2	3	9
2017	-	3	4	2	2	11
2018	-	1	2	1	3	7
2019	-	2	1	3	5	11
2020 (JAN-JUNE)	-	-	-	1	-	1
TOTAL	-	8	16	14	15	53

Source: Bitzios Consulting 2021

Crash data was mapped using GIS software and is presented in Appendix B of the Bitzios Consulting Report (Refer Appendix F of this SEE). The crash data maps have been presented in terms of crash type (road user movement) and severity.

Key outcomes from the 53 reported crashes between January 2015 and June 2020 included:

- 38 crashes resulted in injury (72%), 8 of which were serious.
- 15 crashes resulted in tow aways (28%).
- No fatalities were reported.
- The second highest number of annual crashes was recorded in 2019 (11, though most only resulted in tow aways).

- 3 crashes along *The Crescent* eastbound resulted in serious injury:
 - 2 crashes occurred in 2017 and 2018: 1 occurred at the City West Link Road intersection and the other occurred at the James Craig Road intersection.
 - 1 crash occurred in 2016 between the City West Link and James Craig Road intersections.
- 4 crashes along the Western Distributor westbound resulted in serious injury:
 - 1 crash in 2015 involved an out of control vehicle during dry weather conditions and daylight hours.
 - 1 crash in 2019 involved a pedestrian on the Anzac Bridge during rainy conditions and in darkness.
 - 1 crash in 2019 involved a head-on collision with an eastbound vehicle during daylight hours.
 - 1 crash in 2019 involved a rear end collision during dry weather conditions and daylight hours.

The above findings indicate a low crash rate (around 8 crashes per year for a road section carrying over 130,000 vehicles per day), particularly along the Western Distributor and Anzac Bridge in proximity to the site, also considering the road environment and the speed limit in this area. Furthermore, it is improbable that the existing static signs (and distraction due to them) would have influenced the crash history in any way. This would continue to be expected given no changes are proposed to the signs.

Data analysis the casualty crashes per 100 million vehicle kilometres travelled is presented in Section 6.3.1 of the Bitzios Traffic Safety Report. The findings arising from this analysis indicates that the crash rate is 3.20 per 100M VKT which is less than the average NSW urban road crash rates and is therefore appropriate, considering the high traffic volumes and the short 1.2 km viewing area along *The Crescent*, Victoria Road and Western Distributor.

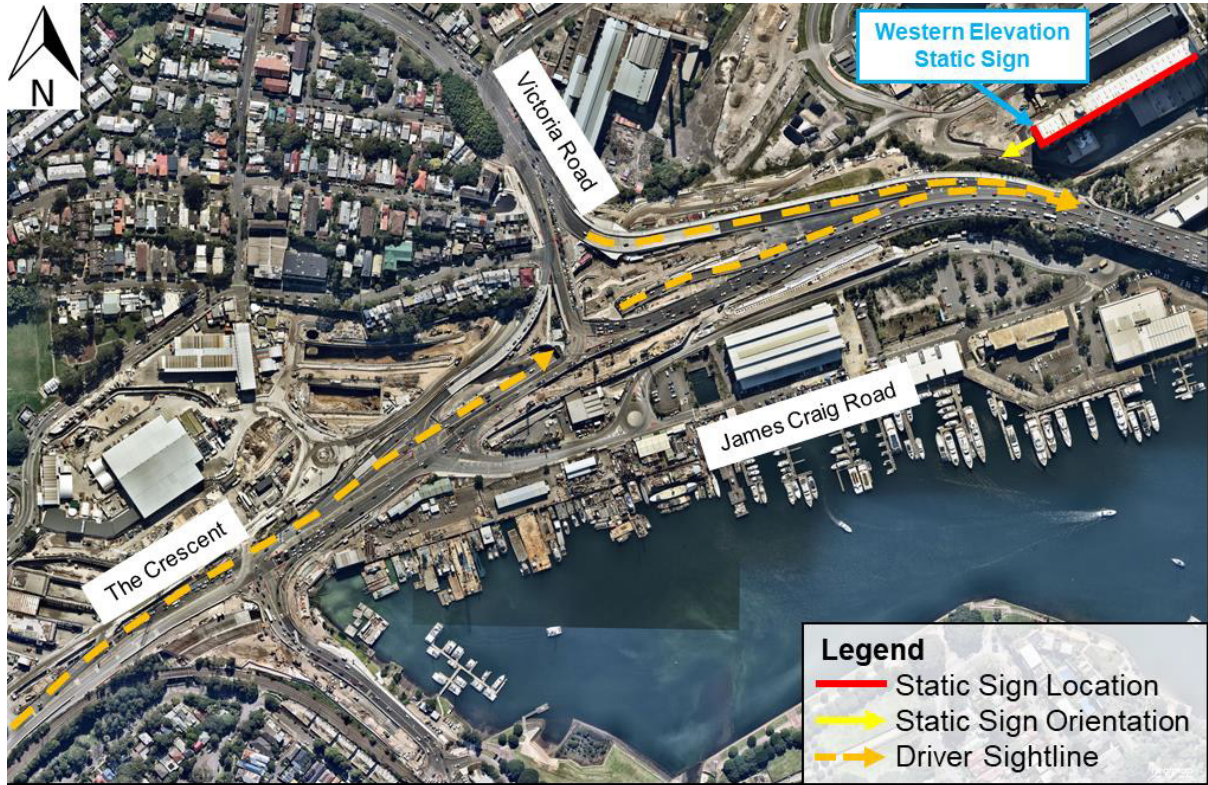
2.3.4. Sign Viewing Locations

Bitzios Consulting has analysed the main driver viewing locations for the signs. The results of this analysis are detailed in full in the Traffic Safety Assessment that is reproduced at Appendix F of this SEE. The relevant extracts are reproduced below.

The southern elevation sign faces south towards westbound drivers on the Western Distributor via the Anzac Bridge, eastbound drivers on Bank Street and westbound drivers on Bowman Street. The western elevation sign faces south-west towards eastbound traffic on Victoria Road and The Crescent. The driver sightlines to the sign are illustrated in Figure 2.9 and Figure 2.10.

FIGURE 2.9

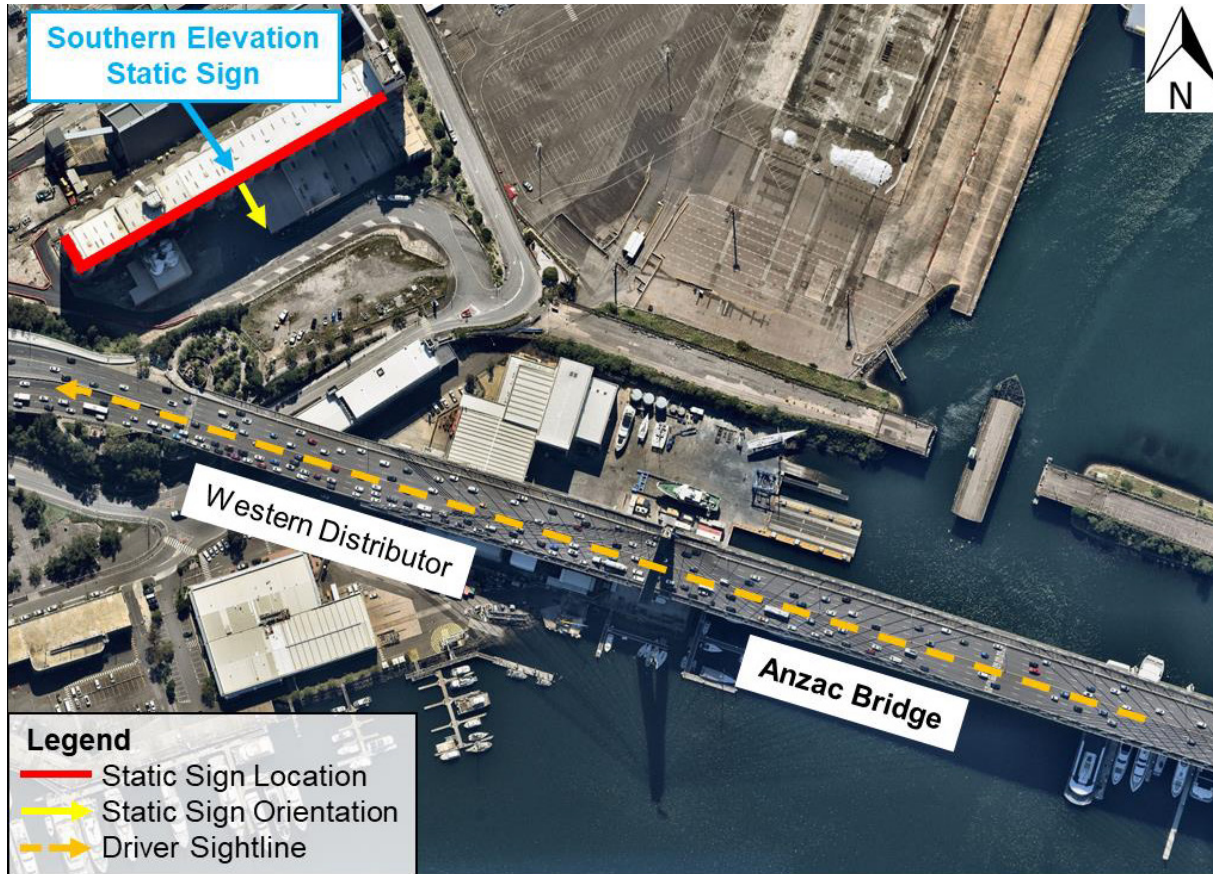
DRIVER SIGHTLINES TO WESTERN ELEVATION



Source: Bitzios Consulting 2021

FIGURE 2.10

DRIVER SIGHTLINES TO SOUTHERN ELEVATION



Source: Bitzios Consulting 2021

2.3.4.1 DRIVER VIEWS

THE CRESCENT EASTBOUND

The western elevation sign as viewed eastbound from The Crescent during the day and night-time is shown in Figure 2.11 and Figure 2.12 respectively.

FIGURE 2.11

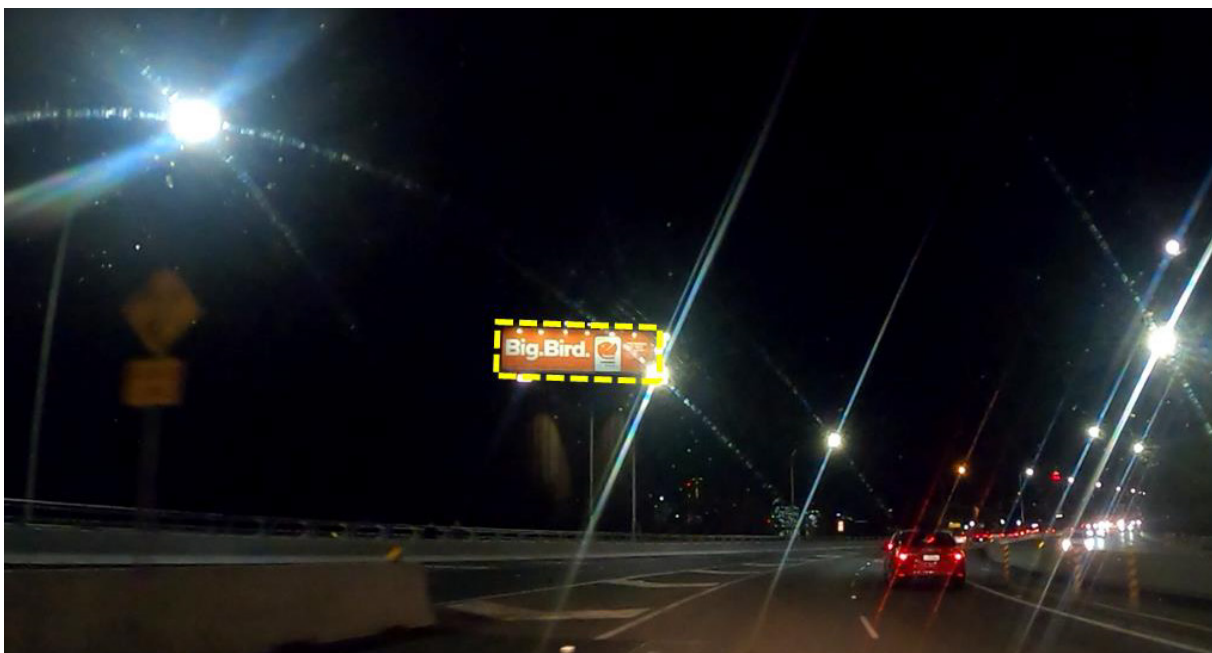
DAY TIME VIEW FROM THE CRESCENT EASTBOUND



Source: Bitzios Consulting 2021

FIGURE 2.12

NIGHT-TIME VIEW FROM THE CRESCENT EASTBOUND



Source: Bitzios Consulting 2021

VICTORIA ROAD EASTBOUND

The western elevation sign as viewed eastbound from Victoria Road during the day and night-time is shown in Figure 2.13 and Figure 2.14 respectively.

FIGURE 2.13

DAY TIME VIEW FROM VICTORIA ROAD EASTBOUND



Source: Bitzios Consulting 2021

FIGURE 2.14
NIGHT TIME VIEW FROM VICTORIA ROAD EASTBOUND



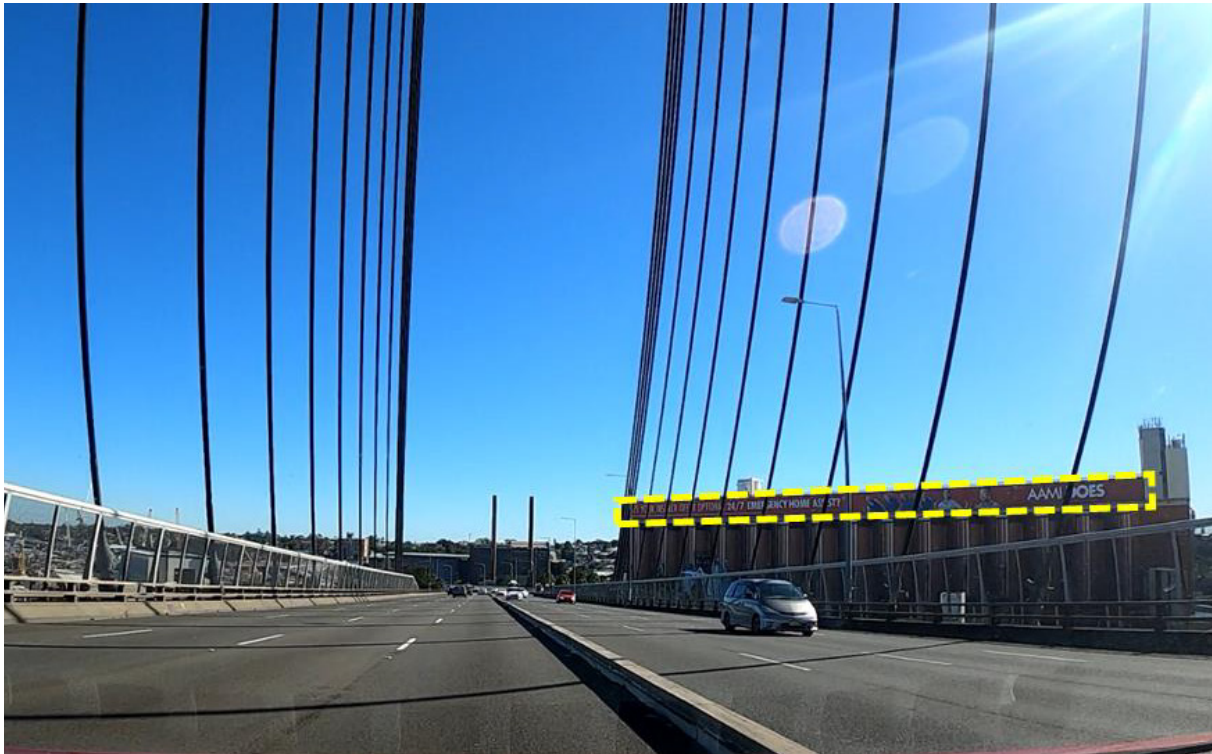
Source: Bitzios Consulting 2021

WESTERN DISTRIBUTOR WESTBOUND

The southern elevation sign as viewed westbound from the Western Distributor during the day and night-time is shown in Figure 2.15 and Figure 2.16 respectively.

FIGURE 2.15

DAY TIME VIEW FROM WESTERN DISTRIBUTOR WESTBOUND



Source: Bitzios Consulting 2021

FIGURE 2.16

NIGHT TIME VIEW WESTERN DISTRIBUTOR WESTBOUND



Source: Bitzios Consulting 2021

2.3.5. Strategic Transport Initiatives in the Locality

Bitzios Consulting has examined what the impact would be of extending the consent duration for the Glebe Island Silos signage display on the key transport initiatives occurring in the locality. These projects are:

- The M4-M5 Link and Rozelle interchange; and
- The Metro Station.

The relevant extracts from the Traffic Safety Assessment are reproduced below.

M4-M5 LINK AND ROZELLE INTERCHANGE

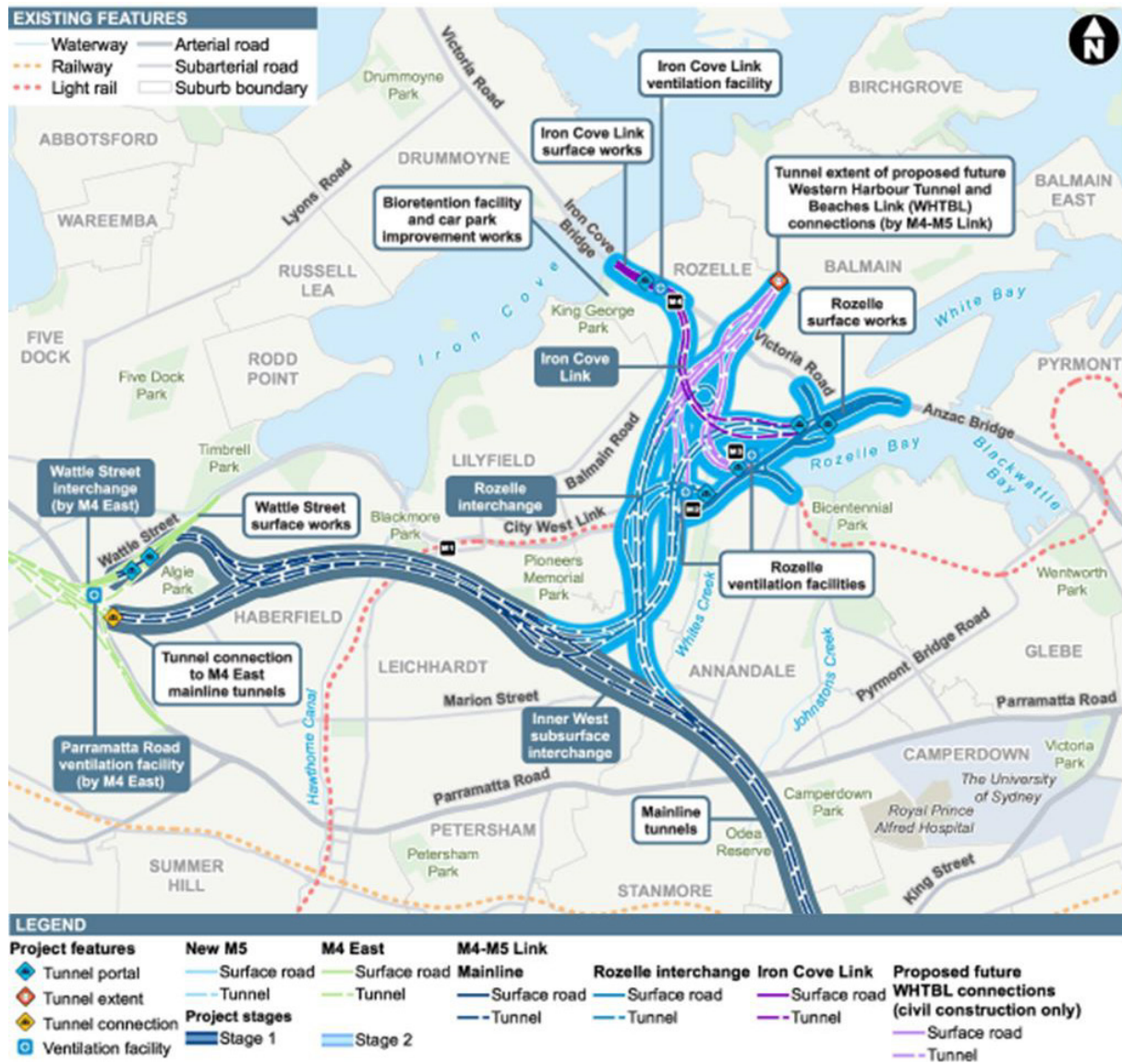
Expected to open in 2023, the M4-M5 Link forms Stage 3 of the West Connex project and includes:

- *Tunnels connecting to the M4 at Haberfeld and the M5 (known as the M8) at St Peters via Rozelle;*
- *An underground interchange at Rozelle west of Victoria Road with tunnels, ramps and related infrastructure for the future Western Harbour Tunnel;*
- *A tunnel connection from the Rozelle Interchange to the Iron Cove Bridge; and*
- *Upgrades to the surrounding road network.*

An overview of the M4-M5 Link project is shown in Figure 2.17 and the eastern extent of the project near the Glebe Island Silos is shown in Figure 2.18. The M4-M5 Link project is not expected to have any impacts on the advertising signage on the Glebe Island Silos.

FIGURE 2.17

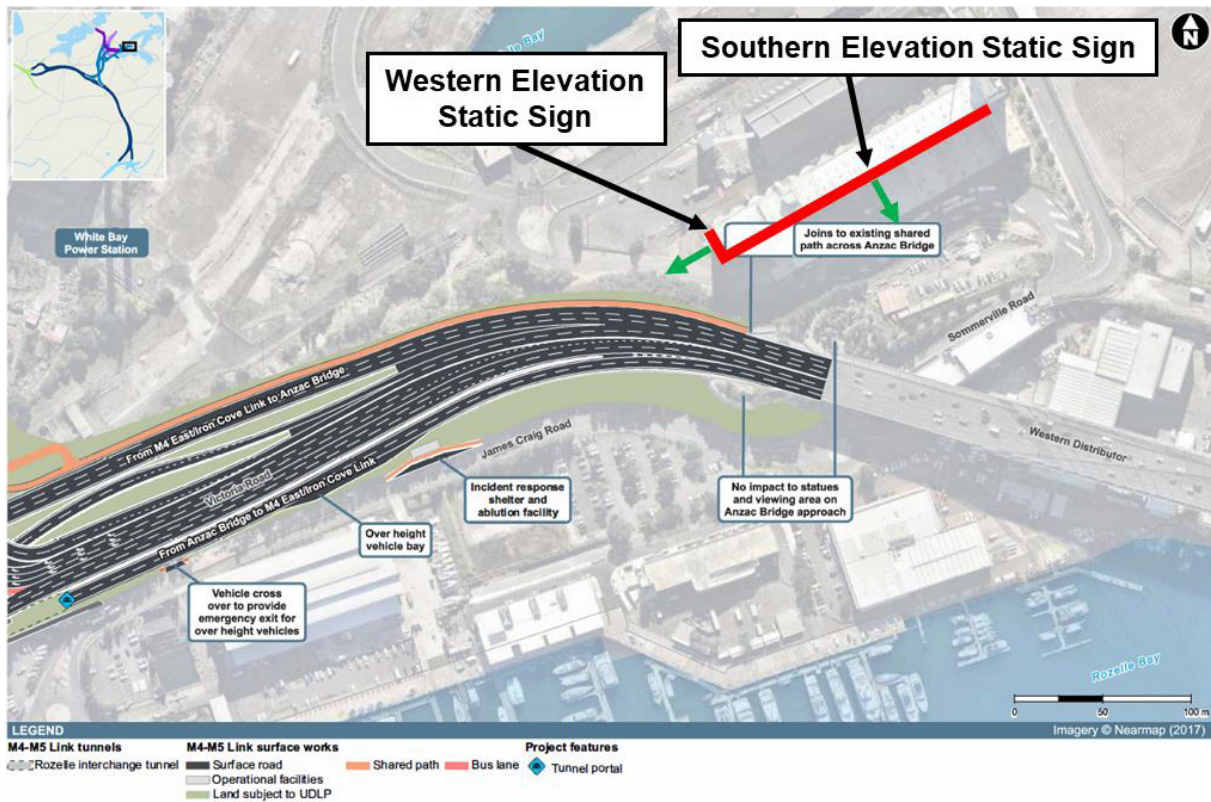
OVERVIEW OF THE M4-M5 LINK PROJECT



Source: Bitzios Consulting 2021

FIGURE 2.18

EASTERN EXTENT OF THE M4-M5 LINK PROJECT



Source: Bitzios Consulting 2021

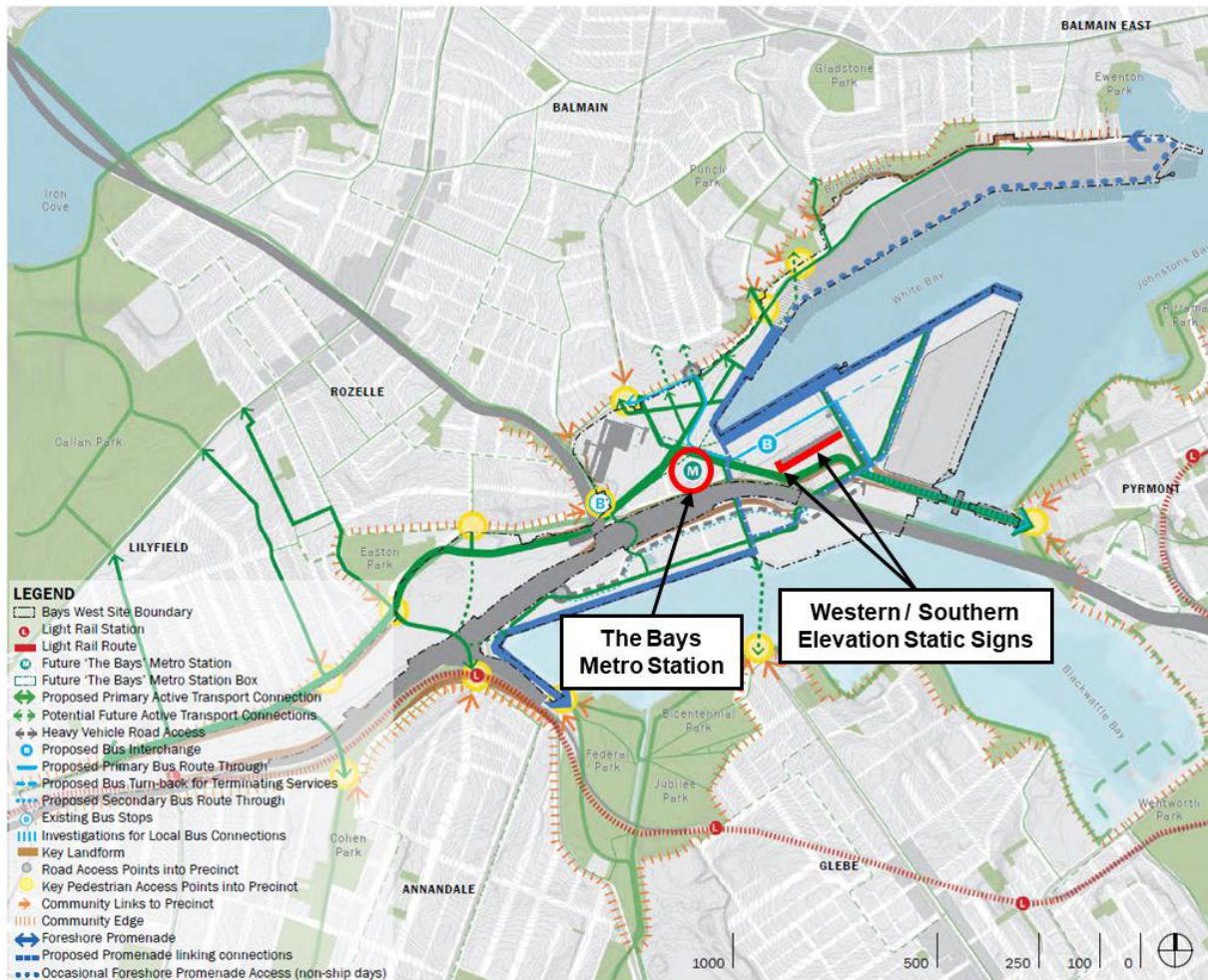
THE BAYS METRO STATION

By around 2030, The Bays Metro Station will provide rail services to the area for the first time, providing connections between the Sydney and Parramatta CBDs on the Sydney Metro West Line. It will act as a catalyst for the long awaited renewal of the area. As shown in Figure 2.19, The Bays Metro Station will be located between Glebe Island and the White Bay Power Station with an entrance to the south of White Bay. It will provide direct access to the future Bays Waterfront Promenade, which would run north to south along White Bay.

Extending the consent duration of the advertising signage on the Glebe Island Silos is not expected to have any impacts on the Bays Metro Station.

FIGURE 2.19

DRAFT BAYS WEST STRATEGY STRUCTURE PLAN RESPONSE TO TRANSPORT AND MOVEMENT



Source: Bitzios Consulting 2021

2.4. Visual Character

2.4.1. Visual Catchment

Group GSA has undertaken a Visual Impact Assessment (VIA) to understand the Visual Catchment of the Silos and the expected level of visual impact the signage displays would have on that catchment. The VIA is reproduced in Appendix C. In undertaking the assessment, Group GSA employed a methodology that assessed the expectant level of visual impact that would result from the installation of the signage, that is they assumed a base line position that no signage currently exists on the Silos facade. The results of the VIA are discussed in Section 5 of this SEE.

The Visual Catchment of the Silos as determined by Group GSA is illustrated at Figure 2.20. It is important to recognise that the catchment has been mapped having regard to all four elevations of the Silos (north, south, east and west).

The Visual Catchment map shows in yellow the approximate extent to which the Glebe Island Silos signage is currently visible from the public domain. The public domain is defined as open space and park areas, footpaths

and roadways generally accessible to the public. The catchment map does not capture elevated views from private property such as upper floors of buildings as this cannot be reliably assessed without incursion onto private property. The catchment is primarily limited to Rozelle Bay and Blackwattle Bay and their foreshore areas, small residential pockets in Annandale, and Anzac Bridge and its approach roads.

The area on the catchment map shaded in blue (may appear green) shows the Visual Catchment area from which the full structure of the Glebe Island Silos is visible without signage. This area has been mapped in response to concerns raised from Inner West Council regarding the ability of the general public to appreciate the full composition of the Silos structure. This catchment demonstrates that the full structure is visible from the public domain in many locations throughout Rozelle and Balmain, which is in addition to a significant portion of the structure visible from the signage view shed shown in yellow.

FIGURE 20
VIEW CATCHMENT MAP



Source: Visual Impact Assessment 2021 Group GSA

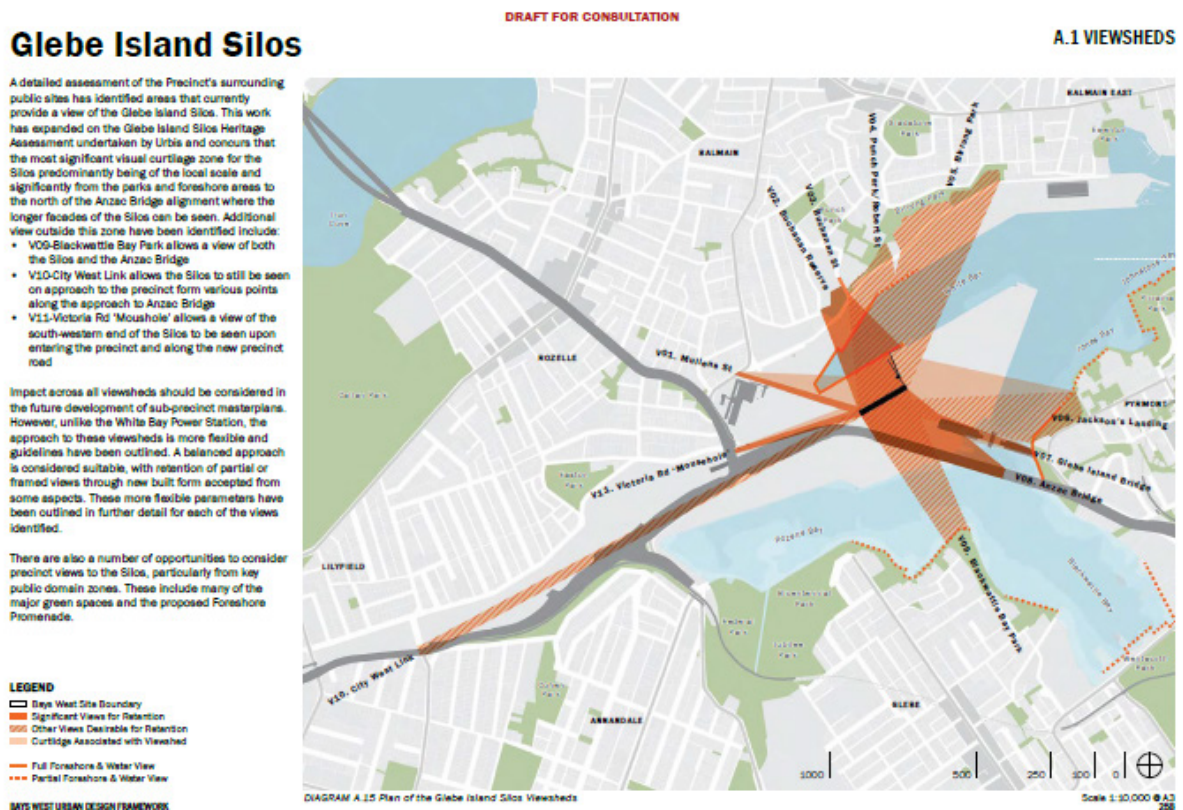
2.4.2. Draft Bays West Strategy View Sheds

The VIA has considered the view sheds and key views that have been identified in the draft Bays West Urban Design Framework for the three key site features; White Bay Power Station, Glebe Island Silos and the Anzac Bridge. The view sheds are illustrated on the map at Figure 2.21 and were mapped by Terroir on behalf of the NSW DPIE to 'preserve the history and character of the place'.

The views identified and how they have been captured in the Groups GSA VIA is detailed in Table 2.4.

FIGURE 2.21

DRAFT BAYS WEST URBAN DESIGN FRAMEWORK VIEW SHEDS



Source: Visual Impact Assessment 2021 Group GSA

TABLE 2.4

DRAFT BAYS WEST URBAN DESIGN FRAMEWORK VIEWS

BAYS WEST VIEW	BAYS WEST DESCRIPTION	GLEBE ISLAND SILOS SIGNAGE VISIBILITY	GROUP GSA VIEW NUMBER
V01	Mullens Street	Partial visibility (angled view) to western sign	39
V02	Buchanan Reserve	Signage structure partially visible. Signage not visible	41
V03	Buchanan Street	Signage structure partially visible. Signage not visible	40
V04	Punch Park/Robert Street	Signage structure partially visible. Signage not visible	-
V05	Birrung Park	Signage structure partially visible. Signage not visible	42
V06	Jacksons Landing	Angled view to southern sign	3&6
V07	Glebe Island Bridge	View to southern sign	4
V08	Anzac Bridge	Filtered view to southern sign	30,31,32 & 33
V09	Blackwattle Park	Partial view to southern sign	11 & 12
V10	City West Link	Long distance view to southern sign	-
V11	Victoria Road 'Mousehole'	Not accessible	N/A*

*Victoria Road 'Mousehole' has been subject to traffic changes and infrastructure development associated with West Connex. This view is no longer accessible to the public.

Source Group GSA VIA Compiled from information contained in the Draft Bay West Urban Design Framework 2021

2.4.3. The Impact of Vegetation and Built Form on the View Catchment

Group GSA advise that the Visual Catchment is limited significantly by existing built form and established vegetation with the screening effects often exacerbated by landform. It is for this reason that views from residential streets beyond the foreshore edge are generally blocked. The main exception to this is a group of streets near Rose Street, Annandale, whose axis align with the view to the Silos and allow filtered views through or between street trees.

Wentworth Park and the Glebe Foreshore Parks also have views limited by established rows of trees creating dense vegetative screens to park areas beyond the foreshore edge zone.

2.4.4. View Impact Locations

Group GSA has identified 47 viewpoints within the Visual Catchment to examine the visual impact of the signage. The viewpoints are identified on Figure 2.22 and are individually listed and described in Table 2.5. Pages 18-76 of the Group GSA VIA contains a detailed assessment of each view location. A summary of the VIA findings is detailed in this report in Section 5.

TABLE 2.5

VIEW LOCATION DESCRIPTIONS

1. Pirrama Park, Pyrmont	24. Trafalgar Street outside 282 Trafalgar Street, Annandale
2. Pirrama Road Pyrmont	25. Roadway at corner of Rose Street and William Street, Annandale
3. Harbourside walkway at Cadi Wharf, near Refinery Drive, Pyrmont	26. Roadway at corner of Rose Street and Nelson Street, Annandale
4. Harbourside walkway adjacent to 2 Bowman Street Pyrmont and Glebe Island Bridge	27. Bayview Crescent outside 9 Bayview Crescent, Annandale
5. Pedestrian walkway above Bank St Pyrmont (adjacent to 1 Distillery Drive building)	28. Bayview Crescent outside 23 Bayview Crescent, Annandale
6. Waterfront Park, Pyrmont (off Bowman Street)	29. Walkway to side of 2-4 Pritchard Street, Annandale
7. Sydney Fish Market access, near Bridge Road, Blackwattle Bay, Pyrmont	30. Pedestrian & cycle ramp up to Anzac Bridge from Quarry Master Drive, Pyrmont
8. Wentworth Park, Blackwattle Bay, Glebe	31. Anzac Bridge near eastern pedestrian/cycle ramp entry/exit
9. Glebe foreshore walkway near The Boathouse on Blackwattle Bay and footpath continuation from Forsyth Street, Glebe	32. Anzac Bridge mid-point
10. Glebe foreshore walkway near 23 Griffin Place and 33 Cook Street, Glebe	33. Anzac Bridge near western pylon
11. Glebe foreshore walkway near 55-57 Leichhardt Street, Glebe	34. Western approach to Anzac Bridge, Rozelle
12. Corner of balcony at Bellevue historic house at 55-57 Leichhardt Street, Glebe	35. Path at intersection of Victoria Road & Anzac Bridge, Rozelle
13. Glebe foreshore walkway at end of Glebe Point Road, Glebe	36. James Craig Rd, Rozelle
14. Glebe foreshore walkway / Jubilee Park near Federal Road, Glebe	37. Shared path at Anzac Bridge & Victoria Road, Rozelle
15. Bicentennial Park, Glebe near Federal Park picnic shelter and mangrove restoration area	38. Sommerville Rd near entry to Ports Authority Land, Glebe Island
16. Glebe foreshore walkway near Chapman Rd, Glebe	39. Robert Street outside 32 Robert Street, Rozelle
17. Jubilee Park, Glebe near Johnstons Creek crossing	40. Robert Street at corner of Buchanan Street, Rozelle
18. Jubilee Park, Glebe near Hilda Booter Kindergarten	41. Public Park at corner of Mansfeld St and Batty St, Rozelle
19. Jubilee Park, Glebe near feature circular garden bed and Northcote Road	42. Birrung Park, near Donnelly St, Balmain
20. Trafalgar Street outside 264 Trafalgar Street, Annandale	43. Grafton Street at corner of Ewenton Street, Balmain
21. View Street outside 206 View Street, Annandale	44. Tom Uren walkway at end of Johnston Street, Balmain
22. Corner of View Street and Rose Street Annandale	45. Pedestrian stairs at end of Union Street, Balmain

23. View Street outside 134 View Street, Annandale	46. From Punch Park at Robert Street, Balmain
	47. From corner of City West Link and Catherine St, Lilyfield

Source: Group GSA VIA 2021 Page 18

FIGURE 22

GROUP GSA VIEW LOCATIONS MAP



Source: Group GSA VIA 2021 page 19

2.5. Heritage Significance

The Glebe Island Silos are listed as an item of local significance on the Sydney Regional Environmental Plan No 26 – City West, Schedule 4 Heritage items, Part 3 Items in the Bays Precinct. Given the heritage status of the Silos and its locational context adjacent to State Heritage listed sites, a Statement of Heritage Impact (SHI) is required to accompany this application. NBRIS Heritage Architecture (hereafter referred to as NBRIS) has undertaken the SHI which is reproduced in Appendix D of this report. The following sections have been reproduced from the NBRIS SHI and detail the heritage listings that apply to the site and its environs together with a statement that summarises their heritage significance.

2.5.1. Heritage Listings

NBRIS advise that the following heritage listings are of relevance to this application.

The following statutory lists have been reviewed with respect to the following Local Government and State Agencies:

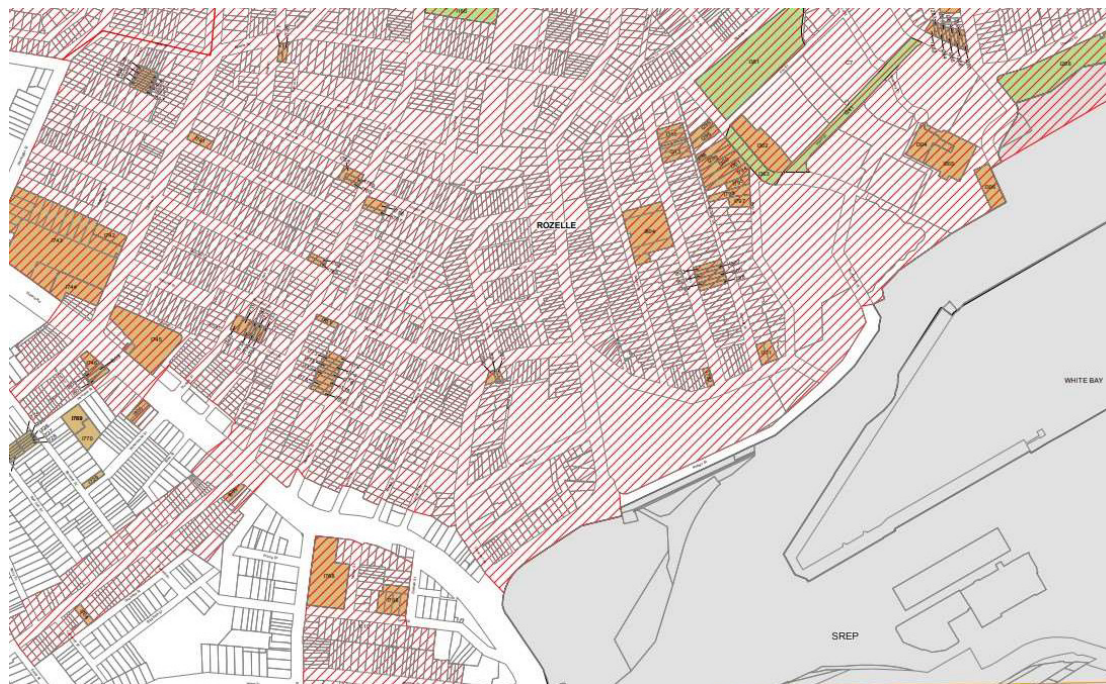
- *Glebe Island Wheat Silos are listed as an item of local significance on the Sydney Regional Environmental Plan No 26 – City West (SREP 26), Schedule 4 Heritage items, Part 3 Items in the Bays Precinct, Buildings Structures, Item 1 - Glebe Island wheat Silos (components A, B and C as identified on Map 4). Glebe Island Silos have protection under SREP No 26;*
- *Glebe Island Silos are listed under Heritage Act - s.170 NSW State agency heritage register - Port Authority of NSW. Section 3. Listing on this register does not mean the Silos have been assessed as having 'State' significance;*
- *Glebe Island Silos are not listed as a heritage item on the Leichhardt Local Environmental Plan 2013 (LLEP 2013), Schedule 5 Environmental Heritage (see Figure 2.23); and*
- *Glebe Island Silos are not listed on the State Heritage Register (SHR) and do not have State heritage significance.*

The following heritage items of 'State' significance are listed on the State Heritage Register and located in close proximity to the subject site:

- *White Bay Power Station, Victoria Road, Rozelle (SHR Listing No: 01015); and*
- *Glebe Island Bridge (RMS Bridge No. 61), Bank Street, Victoria Road, Pyrmont (SHR Listing No: 01914).*

FIGURE 2.23

LLEP 2013 HERITAGE MAP SHOWING THE GLEBE ISLAND SILOS CIRCLED IN RED



Source: LLEP 2013 as referenced in NBRHS HIA 2021

2.5.2. Sydney Regional Environmental Plan No 26 – City West (SREP 26), SREP 26

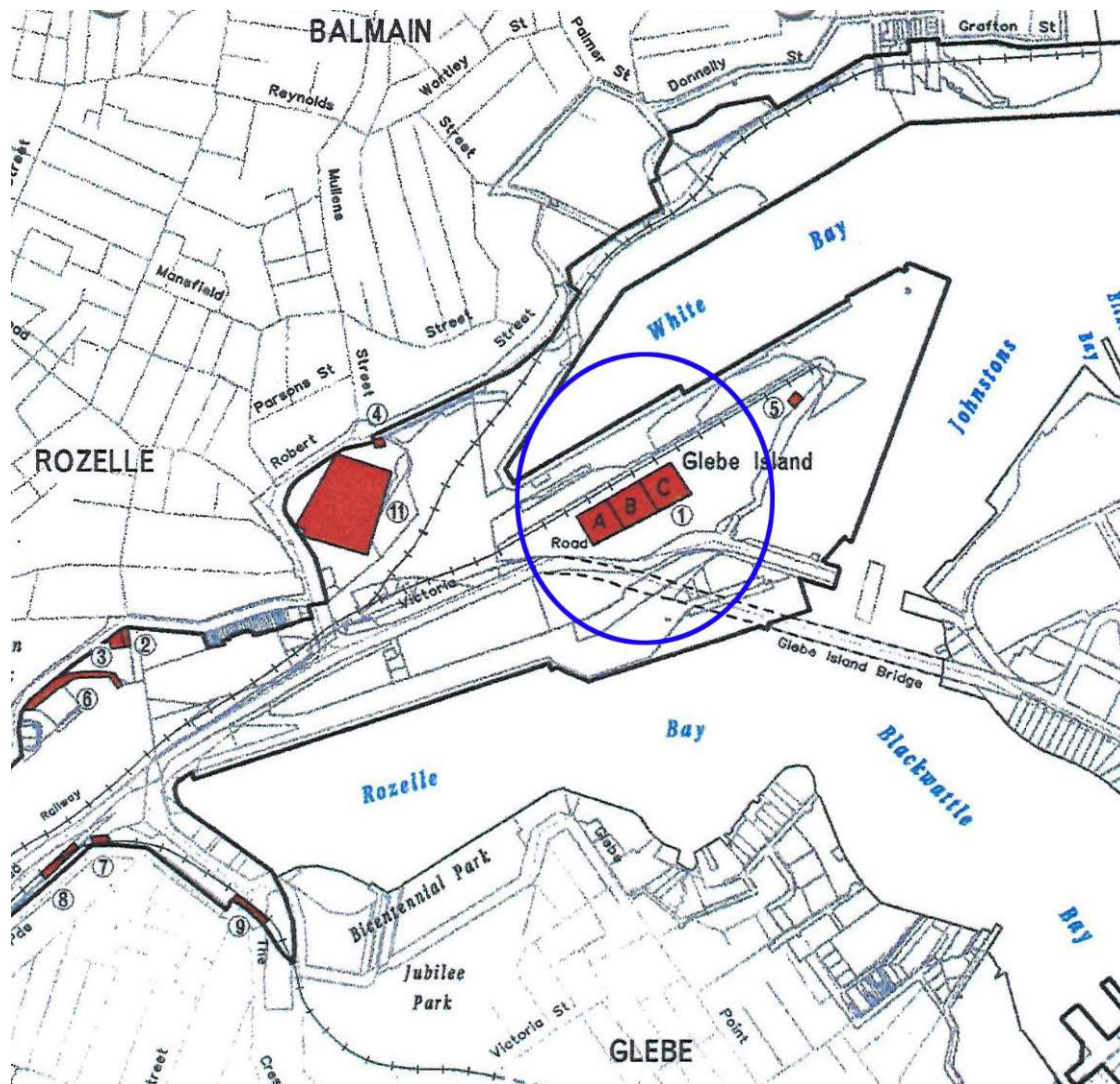
NBRHS advise that the following heritage items, are located in close proximity to the subject site, and are listed on the Sydney Regional Environmental Plan No 26 – City West (SREP 26), Schedule 4 Heritage items, Part 3 Items in the Bays Precinct Buildings/Structures:

- *Item 1 - Glebe Island wheat silos (components A, B and C as identified on Map 4);*
- *Item 4 - Sewerage pumping station, Roberts Street;*
- *Item 5 - Monument, Glebe Island;*
- *Item 9 - Railway Truss Bridge, Johnston Street; and*
- *Item 11 - White Bay Power Station complex (Refer Figure 2.24 for site boundaries).*

Refer Figure 2.24 for the location of the heritage items identified in SREP 26.

FIGURE 2.24

LOCATION OF THE HERITAGE ITEMS IDENTIFIED IN SREP 26



Source: NBRIS HIS 2021 SREP No 26, Map 4 Sheet 3 Heritage and Conservation

2.5.3. Heritage Significance

This section examines the heritage significance of the:

- Glebe Island Silos;
- White Bay Power Station; and
- Glebe Island Bridge.

The statements of significance have been reproduced from the NBRIS Statement of Heritage Impact in Appendix D of this report together with the extract of NBRIS's comments pertaining to each item.

GLEBE ISLAND SILOS

The following statement of significance is taken from the database heritage inventory sheet for Glebe Island Silos, prepared by NSW Office of Environment & Heritage (Database No: 4560016):

'Glebe Island Grain Terminal is a seminal site in the development of the bulk wheat storage and export industry in Australia. As such it has a pre-eminent position in the historical development of one of Australia's most important primary industries. It was the first and most important of the port terminals and encompassed technologies that were specific to the industry and influential in the development of that industry throughout the country. The first construction phase is particularly noteworthy because of the circumstances of its wholly imported design and technological expertise.

The carefully planned and integrated system, by the 1930s, was considered to be one of the largest, most efficient and well-planned installations of its type. The fabric contained within the site, although compromised by alterations and missing elements is capable of demonstrating and recording the evolution of the industrial processes that evolved over several decades. The Silos, in particular, are the most visible and easily interpreted elements of that former use and form a powerful and well-known landmark. The site also has significance for its associations with, and demonstration of, Commonwealth and State government initiatives.'

NBRS Comment

The existing Silos certainly do demonstrate the most visible and easily interpreted elements of the former Silo use that have been retained on the site; it should be noted that the retained fabric dates from the 1970's, with the original silo structures having been removed due to changes in use patterns on the site and their poor condition. Refer Figure 2.25.

FIGURE 2.25

ORIGINAL SILOS STRUCTURE NOW DEMOLISHED AND EXISTING SILOS STRUCTURE UNDER CONSTRUCTION JULY 1972

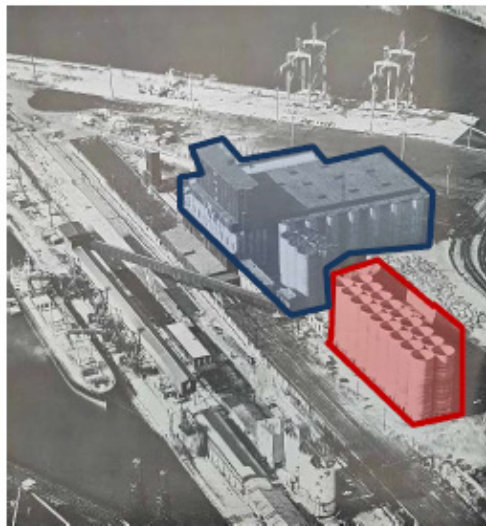


Figure 30 – Sydney Terminal Elevator, Glebe Island. Aerial view showing the southern end of the new storage bins, shown red, under construction, July 1972. The yet to be demolished original silos are shown blue. (Source: 50 Years of Bulk Grain Handling in New South Wales)

Source: NBRS Heritage Architects 2021

WHITE BAY POWER STATION

The following statement of significance is taken from the database heritage inventory sheet for White Bay Power Station, prepared by NSW Office of Environment & Heritage (SHR Listing No: 01015):

'White Bay Power Station was the longest serving Sydney power station and is the only one to retain a representative set of machinery and items associated with the generation of electricity in the early and mid-twentieth century. It retains within its fabric, and in the body of associated pictorial, written archives and reports and oral history recordings, evidence for the development of technology and work practices for the generation of electrical power from coal and water. This development of power generation at White Bay contributed to the expansion of the economy of Sydney and New South Wales.

As a result of its remarkably intact survival, it retains the unique ability to demonstrate, by its location, massing, design, machinery and associated archives, the influence and dominance that early power-generating technology exerted on the lives and urban fabric of inner cities in the first half of the 20th century. The extant items within the surviving operational systems are of an impressive scale and exhibit a high degree of creative and technical achievement in their design and configuration. They encompass all aspects of the generation of electrical power, and represent all phases from the inter-war period through to the more sophisticated technologies of the mid-20th century. They are of exceptional technical significance with research potential to yield information not available from any other source.

Aesthetically, White Bay Power Station contains internal and external spaces of exceptional significance. These spaces include raw industrial spaces of a scale, quality and configuration which is becoming increasingly rare and which inspire visitors and users alike.

Externally, it is a widely recognised and highly visible landmark, marking the head of White Bay and the southern entry to the Balmain Peninsula and its industrial waterfront. It retains a powerful physical presence and industrial aesthetic and is the most important surviving industrial building in the area White Bay Power Station has strong and special associations and meanings for the local community, for former power station workers and for others who have used the site, and is of high social significance. It is a potent symbol of the area's industrial origins and working traditions, aspects of community identity that are strongly valued today by both older and new residents. It is one of the few surviving features in the area that provide this symbolic connection.

It is the only coal based industrial structure, dependent on a waterside location to survive adjacent to the harbour in the Sydney Region. It also forms part of a closely related group of large scale industrial structures and spaces (White Bay Container Terminal, Glebe Island Silos, Container Terminal and Anzac Bridge) which along with the White Bay Hotel, define a major entry point to the city from the west.

NBRS Comment

The existing Silos are visible in some views of the Power Station, however there is still a substantial space between the two structures. The signage does not alter any views of the Power Station, nor does it change the appreciation of the former industrial site.

GLEBE ISLAND BRIDGE

The following statement of significance is taken from the database heritage inventory sheet for Glebe Island Bridge (constructed 1899-1903), prepared by NSW Office of Environment & Heritage (SHR Listing No: 01914):

The Glebe Island Bridge, across Johnston's Bay, is of state significance as it demonstrates one of the earliest examples of an electric-powered swing bridge in Australia. Technically, it is a complementary structure to the already acclaimed Pyrmont Swing Bridge, and has all the same significant features, including the electrically-driven swing span. Both bridges were designed by Percy Allan, a highly-regarded Australian bridge designer of the late 19th and early 20th century. Both represent the only examples of such types of bridges in New South Wales and are still operable.'

NBRS Comment:

The signage at the nearby Silos do not alter any views of the Glebe Island Bridge, nor does it change the appreciation of the bridge and its components.

3. DESCRIPTION OF PROPOSED WORKS

3.1. Overview

This Development Application applies to the existing roof signs that are located on the southern and western elevations of the Glebe Island Silos illustrated by the Photographs at Figure 1.2 and 1.3 in this SEE. The existing signage is detailed on the Development Application plans prepared by Arcadis and reproduced at Appendix B. Table 3.1 summarises the development statistics that apply to the existing signage. The Development Application does not propose any change to the existing signage structure, its existing or intended operation or to its illumination.

The Development Application incorporates a public benefit offer to satisfy the Clause 13 requirements of State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64) and this is addressed in Section 3.4 and reproduced in Appendix G.

TABLE 3.1

SIGNAGE STATISTICS

STATISTICS	WESTERN SIGN	SOUTHERN SIGN
Dimensions of Silos	Approximately 6.1 metres width x 180 metres length x 50 metres height	
Dimensions of signage	6.1 metres height x 22.1 metres in length	6.1 metres height x 170 metres
Height of signage to top of sign	Height to top of Sign RL 52.391 is 48.437 metres Height to Bottom of Sign RL 46.291 is 42.331 metres Ground RL 3.960	
Advertising display area	134.8 square metres	1037 square metres
Form of illumination	External – 6 cantilevered down lights	External - 43 cantilevered down lights
Hours of illumination	Curfewed Operation from dusk to 1am	
Signage categorisation	General Advertising Roof Sign	

Source: Compiled by Urban Concepts using data from Arcadis Plans

3.2. Sign Operating Context

The existing signage is categorised as 'general advertising'. Accordingly, both signs display content that is related to third party goods and services. The Glebe Island Silos signage is recognised as the Southern Hemisphere's most iconic billboard, and attracts global attention and advertising spend into the Sydney economy from major advertisers and marketers. An advertising display of this scale is referred to by the out of home industry as a 'Landmark' location. Figure 3.1 details examples of the range of companies that have promoted their brand on the Silos structures while it has been under the management of Eye Drive Sydney.

The advertising copy that is generated for these companies is purpose designed for the Silos. This ensures that the content is of high quality and graphic interest. The copy is printed onto vinyl skins that are tensioned across the steel support structure. Advertising space on the Silos structure is sold in minimum twenty eight (28) day cycles. Both the western and southern signs can be sold separately or purchased by the same advertiser.

The signage structure is inspected on a monthly basis when the signage copy is rotated with maintenance being done as and when required using the steel gantry that is located along the rear of the sign. This application does not propose any change to the maintenance platforms.

FIGURE 3.1

EXAMPLES OF GLEBE ISLAND SILOS SIGNAGE DISPLAYS



Source: Eye Drive Sydney Pty Ltd acting through oOh!media

3.3. Illumination

The signage is illuminated using discrete top mounted floodlights that are aimed towards the signage face. This application proposes no change to the existing illumination of the signage structure. Electrolight Australia (Electrolight) has examined the operation of the sign having regard to the future land use scenario proposed for the White Bay Power Station and Metro Sub Precinct (Sub Precinct 1) identified in the draft Bays West Structure Plan. The development horizon for Sub Precinct 1 is 2030 which corresponds with the ten (10) year extension to the consent term that is being sort for the Glebe Island Silos signage display in this application. The NSW Government anticipates that Sub Precinct 1 will be the first locality to be delivered under the draft Bays West Structure Plan. No other Sub Precinct is identified for redevelopment up to 2030. Refer Figure 3.2A.

The following extract has been reproduced from the Electrolight Lighting Impact Assessment (LIA) detailed at Appendix E in the SEE. It presents the findings arising from the assessment and anticipates that Sub Precinct 1 is developed up to 2030 and includes high density residential apartments or hotel development on the land parcel to the south of the Silos. Refer Figure 3.2B.

5. LUMINANCE ASSESSMENT

The maximum permissible night time luminance of the signage is determined by the existing lighting environment of its surroundings. AS4282 outlines maximum average luminance's for different Environmental Zones as shown in Table 3.2 below:

TABLE 3.2

MAXIMUM NIGHT TIME AVERAGE LUMINANCE

ENVIRONMENTAL ZONE	DESCRIPTION	MAX AVERAGE LUMINANCE (CD/M2)
A4	High District brightness towns and cities, commercial areas and residential areas abutting commercial areas.	350
A3	Medium District brightness e.g. suburban areas in towns and cities.	250
A2	Low District brightness e.g. sparsely inhabited rural and semi-rural areas.	150
A1	Dark e.g. relatively uninhabited rural areas. No road lighting.	0.1
A0	Intrinsically dark e.g. Major Optical observatories. No road lighting.	0.1

Source: Electrolight 2021

Based on an assessment of the surrounding environment, the proposed signage is located within Environmental Zone A4 under AS4282, therefore the maximum night time luminance is 350 cd/m2.

AS4282 does not include limits for daytime operation of externally illuminated signage. However, the SEPP 64 Transport Corridor Outdoor Advertising & Signage Guidelines 2017 outline maximum permissible luminance limits for various lighting conditions, including daytime. Under the Guidelines, the proposed signage is classified as being within Zone 3, which is described as an area with generally medium off-street ambient lighting, e.g. small to medium shopping/commercial centres. The maximum night time luminance of a signage within Zone 3 is 350 cd/m2.

The Draft Bays West Place Strategy outlines potential developments in proximity to the signage (Sub Precinct 1) that may be constructed over the next ten (10) years. Refer Figure 3.2B. Table 3.3 outlines the maximum luminance levels to comply with AS4282 and the SEPP 64 Transport Corridor Outdoor Advertising & Signage Guidelines for the various lighting conditions listed below should this development occur:

TABLE 3.3

LUMINANCE LEVELS FOR EXTERNALLY ILLUMINATED ADVERTISEMENTS

LIGHTING CONDITION	MAXIMUM PERMISSIBLE LUMINANCE (CD/M2) #	COMPLIANT
Daytime	Off	✓
Night time until 11pm* (pre-curfew)	58**	✓
Night time 11pm-6am* (post-curfew)	Off	✓

Source: Electrolight 2021

The signage is to be dimmed to ensure the maximum luminance is not exceeded.

*The current curfew of the existing signage is 1am. Once development occurs in order to comply with AS4282-2019 the curfew shall be adjusted to 11pm.

** The maximum luminance under allowable under AS 4282 and the SEPP 64 Guidelines is 350cd/m2. The luminance level shown is the existing luminance of the signage which will remain unchanged.

It can be seen from Table 3.3 that should residential or hotel development occur within the immediate vicinity of the Glebe Island Silos site within the White Bay Power Station Precinct (Precinct 1 of the Draft Bays West Strategy) within the 10 year consent duration, then the existing luminance of the signage can remain unchanged but the curfew of the signage would need to be brought forward to 11pm at night (from 1am) to ensure compliance with the relevant requirements of AS4282. This could be achieved through a condition of consent that becomes triggered should this development occur.

It is our opinion that the illumination of the existing signage will be visually consistent with the current and future lighting context of the local area. A more detailed night time lighting assessment is provided in Section 6.0.

6. AS4282 ASSESSMENT

The existing externally illuminated signage has been assessed against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as “pre-curfew” operation) or operating after a curfew (known as post-curfew or curfewed operation). Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS4282, the post-curfew period is taken to be between 11pm and 6am daily. As it is intended that the signage be illuminated during pre-curfew period only, the assessment will review the proposed signage under the pre-curfew limits.

Illuminance Assessment

The AS4282 assessment includes a review of nearby residential developments and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation.

The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. AS4282 categorises the night time environment into different zones with maximum lighting limits as shown in Table 3.4 below:

TABLE 3.4

MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS

ENVIRONMENTAL ZONE	MAXIMUM VERTICAL ILLUMINANCE (LX)		DESCRIPTION
	Pre Curfew	Post Curfew	
A0	0	0	Intrinsically dark e.g. Major Optical observatories. No road lighting.
A1	2	0.1	Dark e.g. relatively uninhabited rural areas. No road lighting.
A2	5	1	Low District brightness e.g. sparsely inhabited rural and semi-rural areas
A3	10	2	Medium District brightness e.g. suburban areas in towns and cities
A4	25	5	High District brightness towns and cities, commercial areas and residential areas abutting commercial areas.

Source: Electrolight 2021

A nearby future development site (“Zone 1”), that falls within the ten (10) year development plan outlined in the Draft Bays West Place Strategy (Refer Figure 3.2B) has been included for assessment, and as the nearest potential residential land use, will form the focus of the illuminance assessment.

FIGURE 3.2A

BAYS WEST STRUCTURE PLAN UP TO 2030

Staging

DRAFT BAYS WEST INITIAL STAGE STRUCTURE PLAN UP TO 2030

The Bays West Initial Stage Structure Plan shows the Bays West precinct when the Metro Station opens. The planning will influence future opportunities in adjacent sub-precincts, and therefore a holistic precinct-wide approach is required.

At the completion of Stage 1, it is anticipated the following will have been achieved:

- The Bays Station open and operational
- The White Bay Power Station (and Metro) sub-precinct is fully planned and under development
- the curtilage of the White Bay Power Station is integrated with the rest of the sub-precinct
- Active travel connections will have been investigated and implemented where feasible, with links through Bays West back into Balmain and surrounding areas
- Rozelle Parklands is constructed and open to the public.

- LEGEND**
- Bays West Site Boundary
 - Light Rail Station
 - Future 'The Bays' Metro Station
 - Future 'The Bays' Metro Station Box
 - ⇌ Proposed Active Transport Connection
 - Potential Future Active Transport Connection
 - Proposed Bus Interchange
 - Key Heritage Landmarks
 - Proposed Key Public Domain
 - Key Landmarks
 - Foreshore Promenade
 - Proposed Zone of Development
 - Proposed Future Building Cluster
 - Public Domain integrated into projects
 - Ports & Working Harbour Zone
 - Water Buffering Zone
 - Existing Buildings
 - ⋮ Future Development/Building



5.1 IMPLEMENTATION ACTIONS & STAGING

Source: draft Bays West Place Strategy NSW DPIE 2021

FIGURE 3.2B

FUTURE POTENTIAL MIXED USE & RESIDENTIAL DEVELOPMENT ZONE IN SUB PRECINCT 1 MODELED



Source: Electrolight LIA 2021

The existing externally illuminated signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage upon the proposed dwellings. Photometric data for the luminaries was provided by the manufacturer*. The sign faces (South & West) were modelled as a 100% white surface with a reflectance of 80%, as outlined in AS4282.

During pre-curfew operation, it can be seen from the lighting model that the maximum illuminance is 11.3 lux to the Future Development Zone within Zone A4. This illuminance level complies with the maximum AS4282 limit of 25 lux for Zone A4 as outlined in Table 3.4.

Threshold Increment Assessment

The Threshold Increment was also calculated for the traffic on the M4 Western Distributor Freeway (inbound), and the M4 Western Distributor Freeway (inbound). The calculation grids were located at 1.5m above ground level, with an approach viewing distance 200 m from the sign. The calculation results show that the Threshold Increment does not exceed 1.34% for any traffic approach (the allowable maximum under the standard is 20%).

Luminous Intensity

AS4282 nominates luminous intensity limits where a light source can be directly viewed from a residential dwelling, shown in Table 3.5 below:

TABLE 3.5

MAXIMUM LUMINOUS INTENSITIES PER LUMINAIRE FOR EXTERNALLY ILLUMINATED SIGNAGE

ENVIRONMENTAL ZONE	NON-CURFEW L1 LUMINOUS INTENSITY (CD)	NON-CURFEW L2 LUMINOUS INTENSITY (CD)	CURFEW LUMINOUS INTENSITY (CD)
A0	As close to 0 as possible without impacting safety	As close to 0 as possible without impacting safety	0
A1	2500	5000	500
A2	7500	12500	1000
A3	12500	25000	2500
A4	25000	50000	2500

Source: Electrolight 2021

As the signage is being assessed during pre-curfew operation and is not being upgraded/modified, Non- Curfew L1 limits apply. It can be seen from the lighting model that the maximum luminous intensity is 8280 cd to future dwellings within Zone A4. This luminous intensity level complies with the maximum AS4282 limit of 25000 for Pre-curfew operation as outlined in Table 3.5.

It can therefore be seen that the proposed signage complies with all relevant requirements of AS 4282- 2019 Control of the Obtrusive Effects of Outdoor Lighting.

7. SUMMARY

When the proposed "Zone 1" Development site is completed and occupied (refer to Appendix D), the existing front lit signage installed at Glebe Island Silos, Sommerville Road, Rozelle, shall comply with the following operational lighting requirements:

TABLE 3.5

LUMINANCE LEVELS FOR EXTERNALLY ILLUMINATED ADVERTISEMENTS

LIGHTING CONDITION	MAXIMUM PERMISSIBLE LUMINANCE (CD/M2)	COMPLIANT
Daytime	NA (Off)	✓
Night time until 11pm (pre curfew)	58	✓
Night time 11pm until 6am (post curfew)	Off	✓

Source: Electrolight 2021

- *The signage has been found to comply with all relevant requirements of AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.*
- *In complying with the above requirements, the signage should not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage should not cause any reduction in visual amenity to nearby residences or accommodation.*

3.4. Public Benefit Arrangement

As required under Clause 13(2)(b) of SEPP 64, the Applicant has made a public benefit offer to Inner West Council as part of this application. The Letter of Offer is reproduced in Appendix G of the SEE. The Offer will provide a monetary contribution of \$127,000 per annum plus GST, increasing annually in accordance with CPI, for the duration of the consent (ie 10 years). The contribution is to be used for heritage conservation works in the Inner West Local Government Area. The Offer will replace the existing public benefit that was endorsed into for DA 01-09-2011 MOD 2 that will expire on 11th April 2022.

4. STATUTORY ASSESSMENT AND COMPLIANCE

4.1. Introduction

The relevant Environmental Planning Instruments (EPIs), and Development Control Plans (DCP's) and Policies that apply to this application are as follows:

- State Environmental Planning Policy (State Significant Precincts) 2005;
- Sydney Regional Environmental Plan No.26 – City West;
- Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005;
- State Environmental Planning Policy No.64 – Advertising and Signage;
- Glebe Island and White Bay Master Plan 2000;
- Glebe Island Silos Advertising Signage Development Control Plan 2004;
- Eastern City District Plan 2017; and
- Draft Bays West Place Strategy, Strategic Place Framework and Urban Design Framework.

This section examines the compliance of the proposal against the relevant provisions.

4.2. State Environmental Planning Policy State Significant Precincts 2005

The NSW Minister for Planning and Public Spaces is the Consent Authority for this application pursuant to Clause 4 (2) of Schedule 6 of State Environmental Planning Policy (State Significant Precincts SEPP) 2005 (SSP SEPP 2005) as it is development within the area identified as Glebe Island on the Sydney Harbour Port and Related Employment Lands Map (Refer Figure 4.1), has a capital investment value less than \$10 million and is being carried out by Eye Drive Sydney Pty Ltd;

4 Port and related employment lands

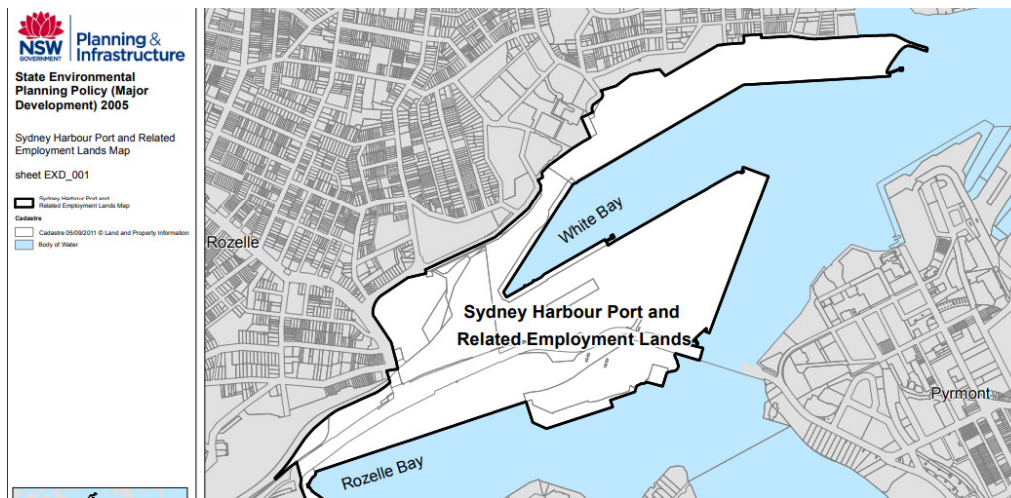
(1) (Repealed)

(2) Sydney Harbour

Development within the area identified as Glebe Island, White Bay, Rozelle Bay and Blackwattle Bay on the Sydney Harbour Port and Related Employment Lands Map, being development with a capital investment value of not more than \$10 million that is carried out by a person other than a public authority.

FIGURE 4.1

SYDNEY HARBOUR PORT AND RELATED EMPLOYMENT LANDS



Source: NSW Legislation Website

The Aims of the SSP SEPP 2005 are set out in Clause 2 which is reproduced below:.

2 Aims of Policy

The aims of this Policy are as follows—

(a), (b) (Repealed)

(c) to facilitate the development, redevelopment or protection of important urban, coastal and regional sites of economic, environmental or social significance to the State so as to facilitate the orderly use, development or conservation of those State significant precincts for the benefit of the State,

(d) to facilitate service delivery outcomes for a range of public services and to provide for the development of major sites for a public purpose or redevelopment of major sites no longer appropriate or suitable for public purposes.

(e), (f) (Repealed)

The proposal to extend the consent duration for the display of advertising on the Glebe Island Silos is consistent with the underlying aims of the SEPP. It represents the economic and orderly development of the site and facilitates the service delivery outcomes that the Port Authority of NSW must deliver as part of their modus operandi for the reasons set out below:

- The display of advertising on the Glebe Island Silos provides an important revenue stream that facilitates the continuation of commercial port operations, environmental programs and contributes to the value of the State's Port related assets.
- The NSW Government has endorsed the retention and expansion of Port facilities at Glebe Island to meet the needs of the construction industry in particular the materials for concrete production being sand, cement and aggregates. The ongoing display of the signage on the Silos does not raise any matters that are inconsistent with the retention of Port uses at Glebe Island over the next decade and beyond.
- The signage display being located on the parapet of the Silos does not impede the operation of Port activities or the storage function of the Silos.
- Independent and robust investigations into traffic safety, lighting, heritage and visual impact have confirmed that the ongoing display of the signage on the Glebe Island Silos can occur without adverse impact on the amenity of surrounding land uses.

- Extending the consent duration of the display for a further ten (10) year term will not impede the eventual redevelopment of the broader Bays West Precinct or Sub Precinct 3 in which the Glebe Island Silos are located (Refer Figure 1.5).

4.3. Sydney Regional Environmental Plan No.26 – City West

Of direct relevance to this application is SREP-26, which is the relevant environmental planning instrument for the land identified as 'City West', including the Bays Precinct. The current version dated February 2020 was originally gazetted in 1992 and deemed as a SEPP from July 2009. SREP 26 sets out planning principles, land use zoning and related objectives.

The site is zoned Port and Employment land under SREP No.26. Pursuant to Clause 20C of SREP No.26, only uses which are generally consistent with the Zone objectives are permissible in the Zone. The Zone objectives are reproduced in Table 4.1 together with a statement that addresses how the proposal complies with each objective. In our professional opinion the proposal to extend the consent duration of the existing signage display is consistent with the objectives and as such constitutes permissible development under the SREP.

TABLE 4.1

COMPLIANCE AND PERMISSIBILITY WITH PORT & EMPLOYMENT ZONE OBJECTIVES

OBJECTIVES	COMMENT	COMPLIANCE
<ul style="list-style-type: none"> • To facilitate the continuation of commercial port uses, and 	<p>The display of advertising on the Silos occurs under a commercial agreement which returns to the Port Authority of NSW a revenue stream that is used to offset the cost of port operations, statutory functions and environmental programs.</p> <p>In 2004 the NSW DPIE formulated a Development Control Plan to provide a framework against which the ongoing display of signage on the Silos could be assessed. The display of advertising on the Silos has occurred continually over the last 29 years in accordance with a legal and valid consent.</p>	✓
<ul style="list-style-type: none"> • To allow a range of commercial port facilities (such as buildings, structures, activities or operations and uses ancillary to these, associated with carrying goods from one port to another and associated with storage and handling and access to the port), and 	<p>The display of signage on the Silos does not impede their functionality. The Silos continue to be used for the storage of gypsum, sugar and sand under commercial lease agreements.</p>	✓
<ul style="list-style-type: none"> • To encourage development on Glebe Island and land adjoining White Bay which requires close proximity to the port, and 	<p>The display of signage does not raise any matters that are inconsistent with this objective. The signage display is sky or roof signage and is elevated above the ground plane. It can be maintained without obstructing or impeding the functionality of the Silos or broader Port operations.</p> <p>The sign is displayed on a purpose built structure that complies in full with the dimensions and placement criteria established by the NSW DPIE for the display of signage on the Silos.</p>	✓

<ul style="list-style-type: none"> To encourage a mix of land uses which generate employment opportunities, particularly in relation to port and maritime uses, and 	Commercial third party advertising is a characterisation of signage and is a land use that is recognised under the Environmental Planning and Assessment Act 1979. The display of signage on the Silos provides a revenue stream to the Port Authority of NSW which is used to offset the cost of Port operations, statutory functions and to help fund a range of environmental programs. Each of these activities generates employment opportunities.	✓
<ul style="list-style-type: none"> To allow a mix of uses which generate employment opportunities in the White Bay Power Station site, and 	The White Bay Power Station site is the subject of an urban renewal plan in the draft Bays West Place Strategy (refer Sub Precinct 1). The urban renewal plan will be implemented up to 2030 and beyond. This application proposes a condition of consent to mitigate potential illumination impacts that could arise from the ongoing display of the signs on the Silos in the event Sub Precinct 1 is fully developed during the 10 year consent term. The condition is: To amend the lighting curfew from 1am to 11pm.	✓
<ul style="list-style-type: none"> To provide for the ongoing rail access to the port and related activities, and 	The proposal is not inconsistent with this objective as there are no longer any rail facilities to the port.	✓
<ul style="list-style-type: none"> To provide pedestrian and cyclist links with surrounding public access networks, and 	The proposal is not inconsistent with this objective as it does not raise any matters that would obstruct pedestrian access and cyclist links.	✓
<ul style="list-style-type: none"> To encourage port-related uses which optimise use of existing rail facilities, and 	The proposal is not inconsistent with this objective as it does not encourage or impede port-related uses. There are no longer any rail facilities to the port.	✓
<ul style="list-style-type: none"> To provide road and rail access to port activities. 	The proposal is not inconsistent with this objective as it does not raise any transport safety matters that would impact road access.	✓

Source: Compiled by Urban Concepts 2021

Under Clause 31 of SREP 26, consent cannot be granted for development relating to a heritage item unless the consent authority has considered a Conservation Management Plan or a Heritage Impact Statement which includes an assessment of the impacts on the heritage item. A Heritage Impact Statement forms part of this Application and is reproduced in Appendix D of this report. An assessment of the heritage impact under Section 4.15 (1) is detailed in Section 5.2.7 of the SEE.

Clause 40 requires that a Master Plan be prepared for the Glebe Island / White Bay area and that it is taken into consideration by the Consent Authority. The Glebe Island and White Bay Master Plan was prepared in November 2000 which is assessed below in Section 4.2.6 of this report.

4.4. Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005

The Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 (SREP SHC) aims to protect natural assets and ensure that the public good takes precedence over private interests. The plan applies to specified areas of the Harbour foreshores and waterways.

Glebe Island is located on land that is specified as foreshore lands on Sheet 2 of the SREP 2005 Foreshores and Waterways Area Map. Part 2 Clause 14 of the SREP details planning principles for land within the SREP SHC. Table 4.2 provides an assessment of the proposal against these principles.

Pursuant to the provision of Clause 29 of the SREP certain development is to be referred to the Foreshores and Waterways Planning and Development Advisory Committee for consideration and comment prior to determination. Schedule 2 clarifies that 'advertising' is a type of development which will be considered by the Committee and therefore this application may be referred by the NSW DPIE during the assessment period.

TABLE 4.2

SREP SHC 2005 FORESHORES AND WATERWAYS PLANNING PRINCIPLES

PLANNING PRINCIPLE	COMMENT	COMPLIANCE
(a) Development should protect, maintain and enhance the natural assets and unique environmental qualities of Sydney Harbour and its islands and foreshores,	Retention of the signage on the Silos for a further ten (10) year term will not impact on the environmental qualities of Sydney Harbour, its islands and foreshores. The signage has and can continue to coexist on the Silos structure without impeding the commercial operation of the Port. The VIA has determined that the signage will not adversely impact the visual quality of the Harbour foreshore.	✓
(b) Public access to and along the foreshore should be increased, maintained and improved, while minimising its impact on watercourses, wetlands, riparian lands and remnant vegetation,	Retention of the signage on the Silos for a ten (10) year term will not impede access to the foreshore in its present state. Public access to Glebe Island and White Bay is generally restricted and controlled, with some public access available in certain areas. There is no public access to the Glebe Island Silos, which are fully leased to commercial tenants.	✓
(c) Access to and from the waterways should be increased, maintained and improved for public recreational purposes (such as swimming, fishing and boating), while minimising its impact on watercourses, wetlands, riparian lands and remnant vegetation,	The location of the signage does not impede access to the waterway or any public recreational area. Public access to Glebe Island and White Bay is generally restricted and controlled, with some public access available in certain areas. There is no public access to the Glebe Island Silos, which are fully leased to commercial tenants.	✓
(d) Development along the foreshore and waterways should maintain, protect and enhance the unique visual qualities of Sydney Harbour and its islands and foreshores,	The application is accompanied by a Visual Impact Assessment which is reproduced at Appendix C. The assessment has examined 47 view locations. During day time hours no views were recorded as having a high-moderate or high visual impact. During night time hours 5 views were identified as having a high-moderate impact and no views were rated as having a high impact. The majority of all day and night time views are ranked as negligible through to moderate.	✓
(e) Adequate provision should be made for the retention of foreshore land to meet existing and future demand for working Harbour uses.	The signage does not and will not affect the continued use of Glebe Island and White Bay as part of the working Harbour.	✓

PLANNING PRINCIPLE	COMMENT	COMPLIANCE
(f) Public access along foreshore land should be provided on land used for industrial or commercial maritime purposes where such access does not interfere with the use of the land for those purposes,	<p>The signage is located on the parapet of the Silos structure. The site is under the care and control of the Port Authority of NSW. Public access to Glebe Island is controlled by the Authority. The continued display of signage on the Silos does not of its own accord restrict public access to the site.</p> <p>Public access to Glebe Island and White Bay is generally restricted and controlled, with some public access available in certain areas. There is no public access to the Glebe Island Silos, which are fully leased to commercial tenants. .</p>	✓
(g) The use of foreshore land adjacent to land used for industrial or commercial maritime purposes should be compatible with those purposes,	The location and use of the signage does not adversely impact the commercial and industrial maritime use of Glebe Island and White Bay. The Silos are used commercially for the storage of sugar and cement.	✓
(h) Water-based public transport (such as ferries) should be encouraged to link with land-based public transport (such as buses and trains) at appropriate public spaces along the waterfront,	The retention of signage on the Silos does not raise any matters that would impact water based public transport provision.	✓
(i) The provision and use of public boating facilities along the waterfront should be encouraged.	The retention of signage on the Silos does not raise any matters that would impact on the use of or provision of recreational boating facilities.	✓

Source: Compiled by Urban Concepts 2021

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

State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64) was gazetted on the 16th March 2001. The policy introduced a comprehensive range of provisions to ensure that advertising and signage is well located, compatible with the desired amenity of an area and is of a high quality and finish. The SEPP does not regulate the content of signs.

The SEPP applies to building and business identification signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage that is permitted under another environmental planning instrument.

A major review was undertaken by the State Government in 2007 and again in 2017. This review led to the gazettal of Amendment No. 2 in August, 2007 and the preparation of Transport Corridor Advertising Signage Guidelines and Amendment No. 3 in December 2017. Both the 2007 and 2017 amendments to the SEPP recognise the suitability of transport corridor land for the display of advertising signage. The Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (hereafter referred to as the SEPP 64 Guidelines 2017) apply to this application as the proposal is categorised as a roof advertisement. In this regard the luminance, road safety and public benefit provisions contained in the Guidelines apply to this proposal.

An assessment of the proposal against the relevant provisions of SEPP 64 and the Transport Corridor Guidelines 2017 follows:

- Section 4.5.1 An assessment of the proposal against the relevant provisions of SEPP 64 (Refer Table 4.3)
- Section 4.5.2 An assessment of the proposal against the SEPP 64 Schedule 1 Assessment Criteria (Refer Table 4.4)
- Section 4.5.3. An assessment of the proposal against the SEPP 64 Guidelines 2017 (Refer Table 4.5)

4.5.1. SEPP 64 Compliance

TABLE 4.3

SEPP 64 COMPLIANCE TABLE

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
PART 1 - PRELIMINARY		
1. Name of Policy		
This Policy is State Environmental Planning Policy No. 64 – Advertising and Signage	Noted.	✓
2. Commencement		
This Policy commences 16 March 2001	Noted.	✓

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
3. Aims, objectives etc		
<p>(1) This policy aims:</p> <p>(a) To ensure that signage (including advertising):</p> <ul style="list-style-type: none"> (i) Is compatible with the desired amenity and visual character of an area, and (ii) Provides effective communication in suitable locations, and (iii) Is of high quality design and finish, and <p>(b) To regulate signage (but not content) under Part 4 of the Act, and</p> <p>(c) To provide time-limited consents for the display of certain advertisements, and</p> <p>(d) To regulate the display of advertisements in transport corridors, and</p> <p>(e) To ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p> <p>This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.</p>	<p>This application proposes no change to the physical form of the advertisements that are currently displayed on the Silos it seeks an extension to the consent duration of the signage as the existing consent will terminate on the 11th April 2022.</p> <p>The advertisements comply in full with the design guidelines that were established for the Silos under the Glebe Island Advertising DCP 2004. The DCP specifically states that it provides for the continued display of advertising on the Silos in a manner that is respectful of their heritage significance and the maritime industrial use of the Glebe Island.</p> <p>This application seeks a ten (10) year consent duration as ten (10) years is the maximum consent term for a roof advertisement prescribed under Clause 21 of SEPP 64. A ten (10) year consent duration is consistent with the urban renewal timeframe that has been identified for Sub Precinct 3 in which the Silos are located under the draft Bays West Place Strategy. Sub Precinct 3 will not be implemented until after 2030 being identified on the 2040 and beyond implementation plan. The Port inclusive of the Glebe Island Silos will continue to play a major role in supporting the storage and movement of construction materials over the next ten (10) years and beyond.</p> <p>A public benefit offer forms part of this application and comprises an annual monetary contribution to the Inner West Council to facilitate heritage conservation within the Local Government Area.</p>	<p>✓</p>
4. Definitions		
<p>(1) In this Policy:</p> <p>Advertisement means signage to which Part 3 applies and includes any advertising structure for the advertisement.</p>	<p>The proposal is an advertisement as it displays third party content. Part 3 of SEPP 64 applies to the application.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
Advertising display Area means, subject to subclause (2), the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.	The advertising display areas do not change as a result of this application.	✓
Advertising Structure means a structure or vessel that is principally designed for, or that is used for, the display of an advertisement.	This application proposes no changes to the existing advertising structure.	✓
Classified Road means a road classified under Part 5 of the Roads Act 1993.	The Western Distributor is a Classified Road. The advertisements are located within 250 metres of a Classified Road.	✓
Consent Authority means the consent authority determined in accordance with Clause 12.	The NSW Minister for Planning and Public Spaces is the Consent Authority for this Application	✓
Guidelines means the provisions of the publication titled Transport Corridor Outdoor Advertising and Signage Guidelines approved by the Minister for the purposes of this Policy, as in force and as published in the Gazette on the date of publication in the Gazette of State Environmental Planning Policy No 64— Advertising and Signage (Amendment No 3).	Noted. An assessment of the signage against the relevant luminance and road safety provisions contained in the Guidelines is detailed in SEE.	✓
RMS means the Roads and Maritime Services constructed under the Transport Administration Act 1988.	The advertisements are located within 250 metres of a classified road and as such the application will require referral to the NSW RMS.	✓
Signage means all signs, notices, devices and representations and advertisements that advertise or promote 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: <ul style="list-style-type: none"> • Building identification signs, and • Business identification signs, and • Advertisements to which Part 3 applies, but does not include traffic signs or traffic control facilities.	The existing signage constitutes an advertisement to which Part 3 applies.	✓

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
<p>Roof advertisement means an advertisement that is displayed on, or erected on or above, the parapet or eaves of a building.</p>	<p>The existing advertisements are roof advertisements as they are displayed on the parapet of the silos structure. Clause 21 will apply to this application.</p>	<p>✓</p>
<p>5. Area of application of this Policy</p>		
<p>1) This Policy applies to the whole of the State.</p> <p>(2) Without limiting subclause (1), this Policy applies to all land and structures within the State and all vessels on navigable waters.</p> <p>(3) Despite subclause (1), this Policy does not apply to the following land:</p> <p>Land to which State Environmental Planning Policy (Kosciuszko National Park—Alpine Resorts) 2007 applies</p> <p>Land to which State Environmental Planning Policy (Western Sydney Parklands) 2009</p>	<p>This policy applies to this application.</p>	<p>✓</p>
<p>6. Signage to which this Policy applies</p>		
<p>(1) This Policy applies to all signage:</p> <p>(a) that, under another environmental planning instrument that applies to the signage, can be displayed with or without Development Consent, and</p> <p>(b) is visible from any public place or public reserve, except as provided by this Policy.</p> <p>NOTE: Public place and public reserve are defined in section 4(1) of the Act to have the same meanings as in the Local Government Act 1993.</p> <p>(2) This Policy does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it or that is exempt development under this Policy.</p>	<p>The existing signage is visible from a public place as defined under the Local Government Act 1993.</p> <p>Advertisements are a use that is permissible on the site with Consent.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
7. Relationship with other environmental planning instruments		
<p>In the event of an inconsistency between this Policy and another environmental planning instrument, whether made before or after this Policy, this Policy prevails to the extent of the inconsistency.</p>	<p>Noted. The Glebe Island Silos Advertising DCP 2004 limits Development Consent on the Silos to a three (3) year term. This is inconsistent with the provisions of Clause 21 of SEPP 64 which sets a maximum ten (10) year consent duration. This application seeks a new ten (10) year consent term.</p>	<p>✓</p>
PART 2 - SIGNAGE GENERALLY		
8. Granting of consent to signage		
<p>A consent authority must not grant Development Consent to an application to display signage unless the consent authority is satisfied:</p> <p>(a) that the signage is consistent with the objectives of this Policy as set out in Clause 3 (1) (a), and</p> <p>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.</p>	<p>It is our professional opinion based on our assessment of the proposal that it is consistent with the objectives of SEPP 64 and satisfies the Schedule 1 Assessment Criteria. Refer Table 4.4.</p>	<p>✓</p>
PART 3 - ADVERTISEMENTS		
DIVISION 1 GENERAL		
9. Advertisements to which this Part applies		
<p>This Part applies to all signage to which this Policy applies, other than the following:</p> <p>(a) business identification signs,</p> <p>(b) building identification signs,</p> <p>(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</p> <p>(d) signage on vehicles.</p>	<p>The existing signs on the Silos are defined as advertisements to which Part 3 applies.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
10. Prohibited advertisements		
<p>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</p> <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area (excluding railway stations) • Natural or other conservation area • Open space • Waterway • Residential (but not including a mixed residential and business zone, or similar zones) • Scenic protection area • National park • Nature reserve 	<p>The Silos are identified in Schedule 4 of SREP 26 as being heritage items within the Bay Precinct. A statement of heritage impact accompanies this application and is contained in Appendix D.</p> <p>Advertising signage has been consistently displayed on the Silos since 1992. The current display is the subject of a legal and valid consent and the application benefits from existing use rights. A copy of the consent instrument is reproduced at Appendix A.</p>	✓
DIVISION 2 - CONTROL OF ADVERTISEMENTS		
11. Requirement for consent		
<p>A person must not display an advertisement, except with the consent of the consent authority or except as otherwise provided by this Policy.</p>	<p>Noted. This application seeks consent to display the existing advertising on the Silos for a ten (10) year term.</p>	✓

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
12. Consent Authority		
<p>For the purposes of this Policy, the Consent Authority is:</p> <p>(a) the Council of a Local Government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</p> <p>(b) the Maritime Authority of NSW in the case of an advertisement displayed on a vessel, or</p> <p>(c) the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp on a railway corridor, or</p> <p>(d) the Minister for Planning in the case of an advertisement displayed by or on behalf of the RTA on:</p> <p>(i) a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</p> <p>(ii) a bridge constructed by or on behalf of the RTA on any road corridor, or</p> <p>(iii) land that is owned, occupied or managed by the RTA; or</p> <p>(e) the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</p>	<p>The NSW Minister for Planning and Public Spaces is the Consent Authority for this application pursuant to Schedule 6 Clause 4(2) of the SSP SEPP 2005.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
13. Matters for consideration		
<p>(1) A consent authority (other than in a case to which subclause (2) applies) must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires:</p> <p>(a) is consistent with the objectives of this Policy as set out in Clause 3 (1) (a), and</p> <p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and the Consent Authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>(c) satisfies any other relevant requirements of this Policy.</p> <p>(2) If the Minister for Planning is the Consent Authority or Clause 18 or 24 applies to the case, the Consent Authority must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires:</p> <p>(a) is consistent with the objectives of this Policy as set out in Clause 3 (1) (a), and</p> <p>(b) has been assessed by the Consent Authority in accordance with the assessment criteria in Schedule 1 and in the Guidelines and the Consent Authority is satisfied that the proposal is acceptable in terms of:</p> <p>(c) design, and</p> <p>(d) road safety, and</p> <p>(e) the public benefits to be provided in connection with the display of the advertisement, satisfies any other relevant requirements of this Policy.</p> <p>(3) In addition, if Clause 18 or 24 applies to the case, the Consent Authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.</p>	<p>The proposal is consistent with the objectives that are contained in Clause 3(1) (a).</p> <p>In our professional opinion, the proposal satisfies the Schedule 1 Assessment Criteria as detailed in Table 4.4.</p> <p>Independent and robust investigations have confirmed that the proposal satisfies the traffic safety and luminance provisions contained in the SEPP 64 Guidelines 2017.</p> <p>The proposal incorporates a public benefit offer to the Inner West Council in the form of an annual monetary contribution which is to be used to fund local heritage conservation in the Local Government Area.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
14. Duration of consents		
<p>1) A consent granted under this Part ceases to be in force:</p> <p>(a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with Section 83 of the Act, or</p> <p>(b) if a lesser period is specified by the Consent Authority, on the expiration of the lesser period.</p> <p>(2) The Consent Authority may specify a period of less than 15 years only if:</p> <p>(a) before the commencement of this Part, the Consent Authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the Consent Authority is consistent with that policy, or</p> <p>(b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the Consent Authority, the proposed advertisement would be inconsistent with that change, or</p> <p>(c) the specification of a lesser period is required by another provision of this Policy.</p>	<p>Clause 21 specifies a maximum ten (10) year consent term for a roof or sky advertisement.</p> <p>Granting approval for the ongoing display of the signage for a further ten (10) year term is consistent with the ten (10) year maximum term specified under Clause 21 of the SEPP.</p>	<p>✓</p>
DIVISION 3 - PARTICULAR ADVERTISEMENTS		
17. Advertisements with display area greater than 20 sqm or higher than 8 metres above ground		
<p>(1) This Clause applies to an advertisement:</p> <p>(a) that has a display area greater than 20 square metres, or</p> <p>(b) that is higher than 8 metres above the ground.</p> <p>(2) The display of an advertisement to which this Clause applies is advertised development for the purposes of the Act.</p> <p>(3) The Consent Authority must not grant consent to an application to display an advertisement to which this Clause applies unless:</p>	<p>This Clause applies to the application as the existing advertisements have display areas greater than 20 square metres and are higher than 8 metres above ground.</p> <p>Table 4.4 provides an assessment of the proposal against the Schedule 1 Assessment Criteria.</p> <p>Clause 18 does not apply to this application as the NSW Minister for Planning and Public spaces is the consent authority for this application. Refer Clause 18(6).</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
<p>(a) the applicant has provided the Consent Authority with an impact statement that addresses the assessment criteria in Schedule 1 and the Consent Authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>(b) the application has been advertised in accordance with Section 79A of the Act, and</p> <p>(c) the Consent Authority gave a copy of the application to the RMS at the same time as the application was advertised in accordance with Section 79A of the Act if the application is an application for the display of an advertisement to which Clause 18 applies.</p>		
<p>18. Advertisements greater than 20 square metres & within 250 metres of, & visible from, a classified road</p>		
<p>(1) This Clause applies to the display of an advertisement which Clause 17 applies that is within 250 metres of a classified road, any part of which visible from the classified road.</p> <p>(2) The Consent Authority must not grant Development Consent to the display of an advertisement to which this Clause applies without the concurrence of the RMS.</p> <p>(3) In deciding whether or not concurrence should be granted, the RMS must take into consideration: The impact of the display of the advertisement on traffic safety, and The Guidelines. (Repealed)</p> <p>(4) If the RTA has not informed the consent authority within 21 days after the copy of the application is given to it under Clause 17 (3) (c) (ii) that it has granted, or has declined to grant, its concurrence, the RTA is taken to have granted its concurrence.</p> <p>(5) Nothing in this Clause affects Clause 16.</p> <p>(6) This Clause does not apply when the Minister for Planning is the Consent Authority.</p>	<p>Noted. The NSW Minister for Planning and Public Spaces is the Consent Authority for this application pursuant to the provisions of Clause 4(2) of Schedule 6 of the SSP SEPP 2005.</p>	<p>✓</p>

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
19. Advertising display area greater than 45 square metres		
<p>The Consent Authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless:</p> <p>(a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or Precinct, or</p> <p>(b) in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</p>	<p>The Glebe Island Silos Advertising Signage DCP 2004 was adopted in December 2004. The DCP has been made having regard to the provisions of SEPP 64.</p> <p>The signage that is currently displayed on the Silos complies with the signage dimensions and advertising display areas that are contained in the DCP.</p>	✓
20. Location of certain names and logos		
<p>(1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</p> <p>(2) If the advertising display area has no border or surrounds, any such name or logo is to be located:</p> <p>(a) within the advertisement, or</p> <p>(b) within a strip below the advertisement that extends for the full width of the advertisement.</p> <p>(3) The area of any such name or logo must not be greater than 0.25 square metres.</p> <p>(4) The area of any such strip is to be included in calculating the size of the advertising display area.</p>	<p>Eye Drive Sydney Pty Ltd holds the commercial lease and their logo is displayed on the signage face of each elevation.</p>	✓
21. Roof or Sky advertisements		
<p>(1) The Consent Authority may grant consent to a roof or sky advertisement only if:</p> <p>(a) the Consent Authority is satisfied:</p> <p>(i) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or</p> <p>(ii) that the advertisement improves the finish and appearance of the building and the streetscape, and</p>	<p>The proposal seeks a further ten (10) year consent term.</p> <p>The signage does not extend above the parapet of the Silos structure and the width of both the western and the southern signs is no wider than the Silos structure.</p> <p>The Glebe Island Silos Advertising DCP 2004 was adopted in December 2004 and is still in force.</p>	✓

SEPP 64 PROVISIONS	COMMENT	COMPLIANCE
<p>(b) the advertisement:</p> <p>(i) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and</p> <p>(ii) is no wider than any such part, and</p> <p>(c) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or Precinct and the display of the advertisement is consistent with the development control plan.</p> <p>(2) A consent granted under this clause ceases to be in force:</p> <p>(a) on the expiration of ten (10) years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or</p> <p>(b) if a lesser period is specified by the Consent Authority, on the expiration of the lesser period.</p> <p>(3) The consent authority may specify a period of less than ten (10) years only if:</p> <p>(a) before the commencement of this Part, the Consent Authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the Consent Authority is consistent with that policy, or</p> <p>(b) the area is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the Consent Authority, the proposed roof or sky advertisement would be inconsistent with that change.</p>	<p>While the Glebe Island Master Plan 2000 specifies a three (3) year consent term for the display of advertising on the Silos, it predated the introduction of SEPP 64 in March 2001. As such the provisions of Clause 21 recognise a maximum ten (10) year consent term. The existing signs have been displayed on the Silos for a ten (10) year term (approved under a series of Modification Applications) and the current consent will terminate on the 11th April 2022. It is not possible to extend the term of the existing consent and hence this application seeks consent for a new ten (10) year term.</p> <p>Pre application consultation with NSW DPIE has identified that the ongoing display of signage on the Silos will not adversely impact the planning and delivery timeframe for the draft Bays West Strategy as it applies to Sub Precinct 3 which is to be implemented in the 2040 and beyond timeframe having regard to the requirements for Glebe Island to support the strategic supply needs of the construction sector, in particular materials for concrete production being sand, cement and aggregates over the next decade and beyond.</p>	

4.5.2. SEPP 64 Schedule 1 Assessment Criteria Compliance

TABLE 4.4

COMPLIANCE WITH SEPP 64 SCHEDULE 1 ASSESSMENT CRITERIA

SCHEDULE 1	COMMENT	COMPLIANCE
1. Character of the area		
<p>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</p>	<p>The strategic land use role that the Port is and will play over the coming decade and beyond supporting the State's construction activities through the storage and supply sand, cement and aggregates is resulting in the intensification of Port facilities. Recent approvals have been issued for a multi user facility adjacent to the eastern shipping berth and Hanson Construction Materials Pty Ltd has received a State Significant Development Approval for an aggregate handling facility and concrete batching plant adjacent to the Glebe Island Silos and Glebe Island Berth 1. The proposal to extend the duration of the signage display for another ten (10) year term will not impede the operation of these port facilities or detract from the character of Glebe Island as a working port.</p> <p>Robust lighting, traffic safety, heritage and visual impact assessments have determined that the design of the existing signage will remain appropriate for another ten (10) year term. The urban renewal opportunities presented by the draft Bays West Place Strategy for the Sub Precincts 2-10 are expected to progress after 2030.</p> <p>We understand that work will commence on the detailed master planning of Sub Precinct 1 which is the White Bay Power Station and Metro Sub Precinct. Sub Precinct 1 is identified for urban renewal in the period up to 2030. Lighting investigations have identified that should high density residential apartment or hotel land uses be developed through to occupation certificate it may be necessary to amend the night lighting curfew of the advertising signs from 1am to 11pm to achieve ongoing compliance with AS 4282-2019. The Applicant would be willing to accept a condition of consent to this effect. Additionally, should the development of Glebe Island be accelerated and render the ongoing display of signage on the Silos as inappropriate, the Applicant would accept a condition of consent requiring its removal. It is noted that a similar condition (B7) is included in the current consent instrument for the advertising signage display.</p> <p>With these mitigation measures in place, the proposal to extend the consent duration of the advertising signage raises no matters that would impede the future urban renewal of the Bays West Precinct.</p>	<p>✓</p>

SCHEDULE 1	COMMENT	COMPLIANCE
<p>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</p>	<p>The Glebe Island Silos have consistently displayed large format advertising signage since 1992. The scale of the signage has made it an iconic third party offering that is sought after by advertisers who seek landmark exposure of their brand in the Sydney skyline. It is the largest third party sign of its kind in the southern hemisphere and as such it is a unique commercial asset for the Port Authority of NSW. Its scale and dimensions have been purposely designed to fit the unique shape and proportions of the Silos. Dimensions, location and orientation of the signage display are consistent with the development standards that were adopted in the Glebe Island Advertising DCP 2004.</p>	<p>✓</p>
<p>2. Special areas</p>		
<p>Does the proposal 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?</p>	<p>The Silos are identified in Schedule 4 of SREP 26 as being heritage items within the Bays Precinct. A Statement of Heritage Impact accompanies this application and is contained in Appendix D. NBR Heritage Architecture advises that the scale of the advertising signage on the Silos is compatible with the heritage Silos and industrial maritime character of surrounding port structures and is read at the same scale and proportion as the former conveyor building across the top of the container structures.</p> <p>The signage display is confined to the roof parapet of the southern and western elevations only. This ensures that the northern and eastern elevations are retained in their original form and finish as an industrial concrete storage silo structure. This allows readily for the interpretation of the original structure. More importantly, the associated land uses in the immediate vicinity of the Silos is directly related to its current and ongoing use, namely as large-scale containers of cement and sugar.</p>	<p>✓</p>

SCHEDULE 1	COMMENT	COMPLIANCE
3. Views and vistas		
<p>Does the proposal obscure or compromise important views?</p> <p>Does the proposal dominate the skyline and reduce the quality of vistas?</p>	<p>Group GSA has undertaken a Visual Impact Assessment to identify the viewing catchment and the impact the signage has on the viewing locations. The VIA has examined 47 view locations including the view sheds identified in the draft Bays West Urban Design Framework. The VIA has concluded that:</p> <p><i>'No view points suffer from significant (high) visual impacts as a result of the advertising signage being retained. The sites with the highest visual magnitude are generally closer to the Silos and are from less sensitive view receivers such as public roadways.</i></p> <p><i>The following explanations were found to be key factors at a number of sites and consistently effected the magnitude ratings generated:</i></p> <ul style="list-style-type: none"> <i>Signage is at least partially screened by built form or established vegetation</i> <i>Viewpoint character and context is not sensitive to the view of the signage,</i> <i>Viewing distances are long and thus signage is difficult to distinguish or is viewed within a much larger overall context.</i> <p><i>The existing signage has been in place for many years, and it could be determined that this plays a part in further reducing the visual dominance of the signage for surrounding users.'</i></p>	✓
Does the proposal respect the viewing rights of other advertisers?	The signage sits within the Silos building envelope. It is an iconic land mark structure. It does not obscure or diminish the viewing rights of other signage and does not impede views past the structure.	✓
4. Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The signage complies with the design principles that are embodied within the Glebe Island Advertising DCP 2004 and complies with the dimensions that are prescribed for the signage display in the DCP as illustrated at Figure 4.4 A-C.	✓
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The Glebe Island Silos signage is recognised as the Southern Hemisphere's most iconic billboard, and attracts global attention and advertising spend into the Sydney economy from major advertisers and marketers. An advertising display of this scale is referred to by the out of home industry as a 'Landmark' location. The advertising copy that is generated for these companies is purpose designed for the Silos. This ensures that the content is of high quality and graphic interest.	✓

SCHEDULE 1	COMMENT	COMPLIANCE
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal does not increase the number of signs being displayed on the Silos structure. The proposal seeks an extension of the consent duration. It proposes no physical change to the signage display or host structure.	✓
Does the proposal screen unsightliness?	The signs are located only on the western and southern parapets. This ensures that the northern and eastern elevations are retained in their original state and as a complete operating structure.	✓
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The existing advertising displays are fully contained within the profile of the western and southern building envelop of the Silos structure. The signs do not extend above the parapet of the structure. This application proposes no change to the existing signage that would alter its physical presence in the skyline.	✓
Does the proposal require ongoing vegetation management?	The proposal raises no vegetation management concerns.	✓
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The signage complies with the design principles that are embodied within the Glebe Island Advertising DCP 2004 and complies with the dimensions that are prescribed for the signage display in the DCP as illustrated at Figure 4.4 A-C.	✓
Does the proposal respect important features of the site or building, or both?	The display of advertising on the Silos respects the heritage significance of the Silos and has been undertaken in accordance with the principles for the adaptive reuse of heritage items. The signage display is confined to the roof parapet of the southern and western elevations only	✓
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<p>The existing structure is comprised of durable outdoor materials which are suited to the industrial context of Glebe Island as a working port. The advertising copy that is displayed is purpose designed for the Silos given its landmark dimensions. This ensures that the content is of high quality and graphic interest.</p> <p>No change is proposed to the advertising display by this application that would diminish the high graphic quality of the content that will be displayed on the structures over the next ten (10) year term.</p> <p>The proposal does incorporate a monetary contribution to satisfy the public benefit provisions of SEPP 64. This contribution will be paid to the Inner West Council to facilitate local heritage conservation.</p>	✓

SCHEDULE 1	COMMENT	COMPLIANCE
6. Associated devices and logos with advertisements and advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	The existing maintenance gantry walkways will be retained.	✓
7. Illumination		
<p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is the illumination subject to a curfew?</p>	<p>Electrolight Australia has undertaken a Lighting Impact Assessment to ascertain whether the existing illumination levels of the signage display comply with the relevant controls for its non-curfew operation both now and pending the redevelopment of Sub Precinct 1.</p> <p>At the current time with the existing surrounding port and maritime land uses the existing signage complies with all relevant requirements of the SEPP 64 Guidelines 2017 and AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. In complying with these requirements, the signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular traffic. The signage will also not cause any reduction in visual amenity to nearby residences or accommodation.</p> <p>Electrolight also considered the future land use scenario for surrounding lands under the draft Bays West Place Strategy with a focus on the redevelopment of Sub Precinct 1 being the White Bay Power Station and Metro Station. The 2030 Structure Plan identifies that Sub Precinct 1 will be the focus of redevelopment over the coming decade and identifies that it will include taller mixed use development (refer Figures 3.2A and 3 2B). If this development zone is developed for residential or hotel uses within the ten (10) year consent term. To maintain the compliance of the signage display with AS 4282-2019, the night time curfew would need to reduce from 1am to 11pm. Should this residential redevelopment occur within the ten (10) year consent term for the advertising display, the Applicant is willing to accept a condition of consent that requires a change to the night curfew.</p>	✓

SCHEDULE 1	COMMENT	COMPLIANCE
8. Safety		
<p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>Bitzios Consulting has undertaken a Traffic Safety Assessment which is reproduced at Appendix F. Based on the findings from this assessment Bitzios advises:</p> <ul style="list-style-type: none"> • <i>'The proposal would not reduce the safety to the public road because there are no crash-related risks linked to the existing static signs apparent in the crash data.</i> • <i>'There are very few on-road cyclists in this area, and off road pedestrians and cyclists are protected by the kerb and barrier. In any event, the change in pedestrian and cyclist safety risk associated with retaining the signs is considered to be negligible.</i> • <i>'No sightlines for pedestrians and children are obscured by the proposal as the signs are elevated on the roadside.'</i> 	<p>✓</p>

4.5.3. Statutory Compliance SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines 2017

The SEPP 64 Transport corridor Advertising and Signage Guidelines 2017 (SEPP 64 Guidelines 2017) incorporate specific criteria to ensure the safe and effective operation of advertising signs. The compliance of the proposal against the relevant traffic safety and illumination sections of the Guidelines is discussed below.

TRAFFIC SAFETY

Bitzios Consulting has undertaken a Traffic Safety Assessment of the signage to ascertain its compliance with the relevant criteria contained in the SEPP 64 Guidelines 2017. The results of this assessment are reproduced in Table 4.5. The assessment demonstrates that the existing signage display complies in full with the traffic safety criteria. The Traffic Safety Assessment Report is reproduced at Appendix F.

TABLE 4.5

SEPP 64 GUIDELINES 2017 TRAFFIC SAFETY PROVISIONS

CRITERIA REQUIREMENT	RESPONSE
Road Clearance	
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <ul style="list-style-type: none"> i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)? ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road? iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles? 	<p>The signs do not obstruct the movement of pedestrians or bicycle riders or protrude laterally into the transport corridor as they are on raised locations on a building off the road.</p>
Line Of Sight	
<p>To maximise visibility of the road and minimise the time a driver's attention is directed away from the road, the following criteria apply to all advertising signage:</p> <p>a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</p>	<p>The advertisements do not obstruct the driver's view of the road, other vehicles, bicycle riders or pedestrians at crossings given their raised locations.</p>
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. To a road hazard ii. To an intersection iii. To a traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. To an emergency vehicle access point or Type 2 driveways (wider than 6–9 metres) or higher. 	<p>The signs are not placed where it could distract a driver at a critical time and there are no intersections or traffic control devices within the vicinity.</p>
<p>b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.</p>	<p>The advertisements do not obstruct a pedestrian or cyclist's view of the road given their raised locations.</p>
<p>c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photomontage should be used to assess this issue.</p>	<p>The advertisements are deemed not to be located in a position that has the potential to give incorrect information on the road alignment. Day and night-time photo montages showing key approaches to the advertising signs are provided in Appendix A of the Bitzios Report.</p>

CRITERIA REQUIREMENT	RESPONSE
<p>d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p> <ul style="list-style-type: none"> i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)? ii. The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view. 	<p>The advertisements are located so that only glance appreciation is required, meaning drivers would not need to turn away from the road or traffic stream in order to view its display and/or message.</p>
<p>e. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</p>	<p>The advertisements do not create headlight reflections in the driver's line of sight given their raised locations and as they do not tilt down from the Silos.</p>
Proximity To Decision Making Points And Conflict Points	
<p>a. The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves. ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment. iii. so that it is visible from the stem of a T-intersection. 	<p>The western elevation sign is located at more than the safe sight distance from the Victoria Road eastbound merge point (approximately 400m).</p>
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	<p>The signs are not placed where they could distract a driver at a critical time as there are no intersections, nor do they obstruct a driver's view of traffic control devices given their raised locations.</p>

CRITERIA REQUIREMENT	RESPONSE
Advertising Signage and Traffic Control Devices	
<p>a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>The advertisements do not distract a driver from or reduce the visibility and effectiveness of directional signs, traffic signals, other traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment given their raised locations.</p>
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <p>i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</p> <p>ii. Does the advertisement imitate a prescribed traffic control device?</p> <p>iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</p>	<p>Condition B1 of the existing Development Consent states that the approved signage must not have or use flashing lights or display resembling traffic signs or signals.</p> <p>A similar condition could be applied to a future consent instrument.</p>

Source: Bitzios Consulting 2021

ILLUMINATION

This application proposes no change to the form or intensity of illumination. The sign is currently illuminated at night and operates on a curfew from 1am through to 6am when it is switched off. Electrolight undertook a Lighting Impact Assessment (LIA) in 2018 for the existing structure which confirmed that the signage complies with the relevant illumination controls contained in the SEPP 64 Guidelines 2017 and AS 4282. The results from this LIA are presented at Appendix E of the Electrolight Report which is reproduced at Appendix E of this SEE.

As part of this application Electrolight was commissioned to investigate the compliance of the signage assuming the surrounding lands were redeveloped in accordance with the draft Bays West Place Strategy over the next ten (10) years (being the term commensurate with the extension to the consent duration being sort under this application). The findings from this assessment are detailed in Section 3.3 of this report. In summary, should development proceed in accordance with the 2030 Structure Plan, Sub Precinct 1 of the draft Bays West Place Strategy (which relates to the White Bay Power Station and Metro Station) would be developed. If the high density residential development occurs within this Precinct as identified at Figures 3.2A and 3.2B, the night time curfew for the illumination of the signage would need to be adjusted back from 1am to 11pm to maintain compliance with AS 4282-2019 as required by the SEPP 64 Guidelines 2017. The Applicant would be willing to accept a condition of consent requiring the adjustment of the night time illumination curfew on the release of the occupation certificate for the residential development.

4.6. The Greater Sydney Eastern City District Plan

The Greater Sydney Eastern City District Plan (hereafter referred to as the District Plan) applies to the site. The District Plan provides the strategic direction for the future development of the Eastern Sydney Region over the next twenty years. In respect to the future management and strategic direction of Glebe Island the District Plan states:

'The Port Precinct at Glebe Island is critical to the bulk construction supply chain for concrete, the cruise industry and the provision of essential services to the harbour economy. It offers a land/ water interface, essential to current and

future industrial/heavy commercial uses, which could not be easily replaced within Sydney Harbour and for which there are few, if any, feasible and sustainable alternatives.

For the bulk construction materials supply chain, the Port provides the only sustainable marine logistics solution where the alternate transport option is often long haul truck movements coming from sources that are increasingly remote from Sydney.

The Port Precinct also provides essential services for Sydney Harbour including commercial vessel refuelling and the staging of harbour-based construction and events.'

The District Plan identifies the need for a Strategy for the management of port and related land side activities as part of the masterplan for the Bays Precinct. The Port Authority of NSW has been working collaboratively with the NSW Government acting through the NSW Department of Planning, Industry and Environment on the draft Bays West Place Strategy.

The proposal to retain advertising on the Silos structures for a further ten (10) year term is consistent with the strategic direction that has been identified for Glebe Island in the District Plan that is to continue as a working port and construction materials supply chain for the next decade and beyond. Enabling the ongoing display of the signage on the Silos structure for a further ten (10) year term can occur without impeding or obstructing the existing and desired operation of the Glebe Island Port Precinct.

The District Plan also identifies planning principles to guide heritage conservation. These principles are also relevant to this application given the heritage significance of the Silos. In this regard the Plan recognises that:

'Identifying, conserving, interpreting and celebrating Greater Sydney's heritage values leads to a better understanding of history and respect for the experiences of diverse communities. Heritage identification, management and interpretation are required so that heritage places and stories can be experienced by current and future generations.'

NBRS in the Heritage Impact Statement that accompanies this application (refer Appendix D) has identified that the display of advertising signage on the Silos represents a sympathetic and adaptive reuse of the structure. NBRS advice indicates that the adaptive reuse of a heritage item requires that 50 percent of the original structure be retained in its natural or unchanged state. As the advertising displays are located on two of the four Silos parapets the existing advertising display supports this principle. As further detailed in the Group GSA VIA (which is reproduced at Appendix C), a significant component of the Silos view catchment has view lines to that part of the structure that is in its unaltered state.

Further, this application provides a public benefit in the form of an annual monetary contribution to the Inner West Council specifically for the purpose of facilitating heritage conservation within the local area. This initiative supports the planning regime identified in the District Plan for investment in local heritage conservation.

4.7. Draft Bays West Place Strategy

The draft Bays West Place Strategy builds on the work that was undertaken by the NSW Government in 2014 and 2015 with the Bays West Transformation Plan and is a long term strategy. This Plan describes Glebe Island as a strategic deep water port and notes that integrating port and maritime uses into the Bays Precinct is essential. As illustrated at Figure 1.4. Glebe Island is identified as a longer term priority destination under the Plan.

The Draft Bays West Place Strategy has been publicly exhibited (public exhibition ended 29th April 2021). The Strategy will see *'Bays West evolve over time into a mixed use precinct integrated with enhanced port and working Harbour activities...It will be supported by the adaptive reuse of the White Bay Power Station. The Government's decision to invest in the delivery of the Metro Station will be the first step to unlock the Precinct's potential...It provides a catalyst offering significant development opportunity and connectivity for its future residents, workers and visitors...'*

The draft Place Strategy creates a long-term vision for Bays West, and will be delivered in stages. The Strategy identifies ten (10) Sub Precincts. Refer Figure 1.5. Each Sub Precinct will undergo a master planning and

rezoning process. The Glebe Island Silos are located in Sub Precinct 3 and the balance of the working port activities are located in Sub Precincts 4 and 5 Glebe Island. The draft Bays West Strategy documents indicate that Precinct 3, 4 and 5 will be the subject of urban renewal plans in the longer term (2040 and beyond). Figures 1.6 and 1.7 detail the 2030 and the 2040 structure plans respectively.

Sub Precinct 1 which contains the White Bay Power Station and the Metro Station site is the focus of urban renewal up to 2030. As detailed in Section 1.4 of this SEE, the proposal to extend the consent duration of the advertising signage on the Silos is not inconsistent with the continuation of port and maritime uses at Glebe Island as provided for under Sub Precinct 3 and 5. As discussed in Section 1 of the SEE the ongoing display of the signage will not adversely impact urban renewal plans for Sub Precinct 1. The application does not propose any physical works to the Glebe Island Silos' and as such the intention to recognise the Silos' as an iconic heritage landmark within the Bays West Precinct will not be impeded by this application.

As a precautionary measure the Applicant will agree to the imposition of conditions:

1. Requiring the removal of the signage should the urban renewal of Glebe Island occurs within the consent duration timeframe and render its ongoing display inappropriate (Refer Condition B7 of the current consent); and
2. Requiring the night time illumination curfew to be reduced from 1am to 11pm to maintain compliance with AS 4282 -2019 should residential development occur within Zone 1 of Sub Precinct 1 as detailed at Figures 3.2A-3.2B in this SEE.

The draft Bays West Strategy Urban Design Framework does not propose any specific signage controls for the Precinct or specifically for the Glebe Island Silos. It could be expected that this level of design work would be undertaken at the completion of detailed Sub Precinct master planning.

4.8. Glebe Island and White Bay Master Plan 2000

SREP 26 provides that development consent for development in the Glebe Island and White Bay Port Area is subject to a Master Plan adopted by the former Minister for Urban Affairs and Planning. The Glebe Island and White Bay Master Plan (hereafter referred to as the Master Plan 2000) was adopted by the NSW Minister for Planning on the 23rd May 2000.

The Master Plan 2000 is a deemed Development Control Plan for the site and provides an overarching strategic direction to guide the development of the area over a twenty (20) year horizon. The White Bay and Glebe Island Master Plan Area (the Plan Area) is located on the south eastern side of the Balmain Peninsula (see Figure 4.2– Plan Area) has a total land area of about 40 hectares, forms a crescent around White Bay and incorporates an active port water frontage of 2,100m in length.

FIGURE 4.2

PLAN AREA



Source: Glebe Island Master Plan 2000

The Master Plan was formulated to provide for the future development of port facilities and recognised the importance of the port to Sydney both for its valuable economic role and the environmental character of the Harbour.

The Master Plan 2000 established a planning and urban design vision for Glebe Island and White Bay that followed the objectives that underpinned SREP 26. These are to:

- 'Upgrade existing infrastructure to allow for growth and to improve efficiency;
- Provide guidelines for all port development;
- Improve the public presentation of the port;
- Ensure new development is of a high standard of urban design;
- Improve management of noise, light spill and traffic;
- Provide a framework to resolve potential conflicts between Port operations and adjoining land uses; and,
- Improve ESD (Ecologically Sustainable Development) practices to minimise the impacts of current and proposed development and activities.'

The Master Plan 2000 contains provisions at Section 2.6 relating to the display of advertising on the Glebe Island and White Bay lands. The provisions that are relevant to this application are these are reproduced below.

'2.6 Advertising

Background

There are two types of advertising in the port: leaseholder signage and commercial third party advertising. Currently advertising is located on the Glebe Island Silos and on the Victoria Road Bridge (over the rail line). The heritage Silos in particular are a dominant visual element in one of Central Sydney's major gateways, which is reinforced by the form of Anzac Bridge. Advertising is a sensitive design issue in such a prominent location.

Principles:

- *Prepare signage and advertising guidelines with input from the following professional disciplines: architecture, advertising, landscape, graphics, heritage and traffic safety*
- *Signage and advertising is not to obstruct views to heritage items and to landmarks and is not to interfere with, or adversely impact on views to and from the Harbour and its foreshores;*
- *Signage and advertising is not to adversely affect the public domain, particularly with regard to lighting levels, visual impact and overshadowing;*
- *Signage and advertising is to be integrated with the architecture of the host /building /structure and must be contained within the existing profile of the host building / structure;*
- *Free standing, third party advertising structures are to be avoided in the plan area;*
- *Advertising and signage should be compatible with the design of the building / structure and the context of the site;*
- *Each sign and advertisement should be as simple in image as possible with few words; and,*
- *The guidelines should ensure that third party advertising is clearly differentiated from port and leaseholder signage.*

2.6.2 Third Party Advertising

Provisions:

- *DUAP or the Minister for Urban Affairs & Planning is the consent authority for advertising.*
- *Development Consent for advertising is limited to a period of 3 years*
- *Encourage simple advertisements, reduced to a logo or simple image with one or three word phrase*
- *Placement of advertising should consider existing signs on a building/structure or site so as to avoid physical and visual clutter.'*

In response to the Section 2.6 requirements the former NSW Department of Infrastructure, Planning and Natural Resources prepared the Glebe Island Silos Advertising Development Control Plan 2004. This document established the design guidelines that are referenced in Section 2.6.

As the Master Plan 2000 is a deemed DCP, pursuant to the provisions of Section 3.43(2) of the Environmental P&A Act 1979 only one DCP may apply in respect of the same parcel of land.

'3.43 (2) Only one development control plan made by the same relevant planning authority may apply in respect of the same land. This subsection does not apply to—

- (a) a plan prepared for the purposes of subsection (1)(d) or for any other purpose prescribed by the regulations, or*
- (b) a plan prepared for the purpose of amending an existing plan.*

If this subsection is not complied with, all the development control plans concerned have no effect.'

Accordingly, as the Glebe Island Silos Advertising Development Control Plan 2004 proceeded the Master Plan 2000, the advertising provisions that are contained in that DCP are the relevant controls that apply to the advertising signage on the Silos. An assessment of the compliance of the proposal against these provisions follows in Section 4.9.

4.9. Glebe Island Silos Advertising Signage Development Control Plan 2004

The DCP 2004 was prepared to support Sydney Regional Environmental Plan No. 26 (SREP 26) – City West and the provisions of the Glebe Master Plan 2000. The DCP document also states that it was-

'Prepared in accordance with State Environmental Planning Policy No. 64 (SEPP 64) which requires a DCP to be in force before Development Consent can be granted for the erection of new roof signage.'

The DCP contains design guidelines for advertisements on the Glebe Island Silos. The guidelines are based on an analysis of the existing character of the local area, key features of the area, desired future character of the area and the role of outdoor advertising. An assessment of the compliance of the proposal against these guidelines is detailed in Table 4.6.

The DCP 2004 specifically applies to the Glebe Island and White Bay Silos and was prepared following the expiration of the 1992 Consent that granted a ten (10) year consent for the display of Olympic advertising on the Silos structure. The DCP document specifically states:

'The expiry of the Development Consent for the existing signage on the Glebe Island Silos has necessitated the preparation of this DCP and its formulation in accordance with SEPP 64 and the Glebe Island and White Bay Master Plan. Having a DCP in place will enable consideration of a Development Application for the upgrade of advertising signage and structures on the Silos.'

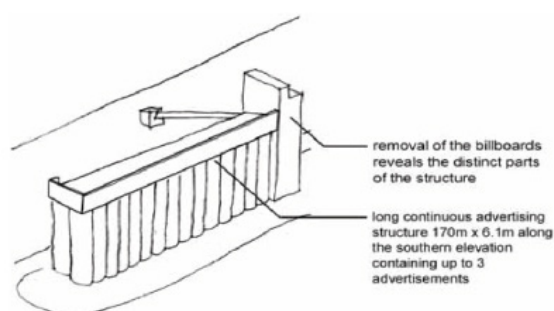
Clause 3 of the DCP sets out the Aims and Objectives of the DCP. These are:

- To provide design guidelines for advertising on top of the Silos.
- To encourage advertising signage that is compatible with the heritage silos and the industrial character of the surrounding port.

Figure 13 of the DCP 2004 (which is reproduced at Figure 4.3(A-C) details the design specifications for an advertising structure on the Silos. The existing advertisements that were approved under the current Development Application DA041-09-2011 (as modified) comply in full with these requirements. This application proposes no change to the physical dimension of the signage display or its support structure.

FIGURE 4.3A

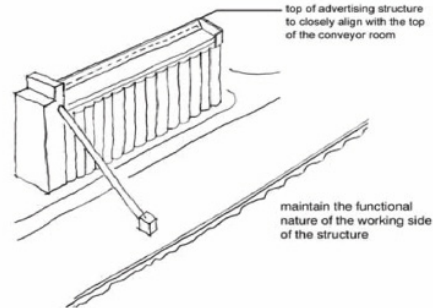
FUTURE ADVERTISEMENTS SOUTHERN ELEVATION



Source: Glebe Island Silos DCP 2004

FIGURE 4.3B

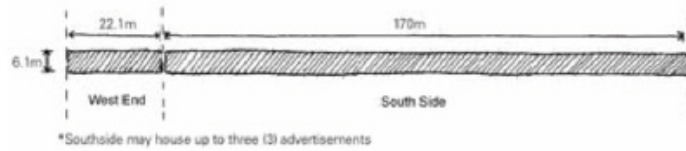
FUTURE ADVERTISEMENT WESTERN ELEVATION EASTERN &
NORTHERN ELEVATIONAL TREATMENT



Source: Glebe Island Silos DCP 2004

FIGURE 4.3C

FUTURE ADVERTISEMENTS PLAN VIEW



Source: Glebe Island Silos DCP 2004

TABLE 4.6

GLEBE ISLAND ADVERTISING DCP 2004 COMPLIANCE

DCP PROVISION	COMMENT	COMPLIANCE
<p>11.0 Advertising Structure</p> <ul style="list-style-type: none"> • Advertising is restricted to the southern and western sides where the decorative treatment relates to the busy, public nature of the main roads. • Advertising to be removed from the vertical Silos structure at the eastern end of the southern elevation. <p>A continuous structure along the southern side (6.1m in height x 170m in length) and western side (6.1m in height and 22.1m in length) of the Silos parapet and up to four separate advertisements, three on the southern side and one on the western side.</p> <p>The signage system is to be a stretched skin with no extraneous structures or fixings in view, apart from the necessary lighting fixtures.</p> <p>All access to the advertising panels for installation shall be made easily and safely in accordance with Occupational Health and Safety Guidelines.</p> <p>The view of the rear of the signs from the Balmain peninsula is to be finished appropriately to screen the working face of the sign panels.</p>	<p>The existing advertising signage complies with the Clause 11 provisions. This application proposes no changes to the advertising structure.</p>	<p style="text-align: center;">✓</p>

DCP PROVISION	COMMENT	COMPLIANCE
<p>11.1 Life of Approval</p> <p>Development Consent for advertising is limited to a period of three (3) years, consistent with the provisions of SEPP 64 and the Glebe Island and White Bay Master Plan</p>	<p>This application seeks a ten (10) year consent term.</p> <p>Pursuant to the provisions of Section 3.43(5) of the Environmental Planning and Assessment Act 1979 'a provision of a development control plan (whenever made) has no effect to the extent it is:</p> <p>(a) the same or substantially the same as a provision of an environmental planning instrument applying to the same land, or</p> <p>(b) it is inconsistent or incompatible with a provision of any such instrument.</p> <p>The three (3) year term in the DCP is inconsistent with the ten (10) year maximum consent term for roof and sky advertisements permitted under Clause 21 of SEPP 64. The ten (10) year consent term raises no matters that are inconsistent with the existing and desired future character for Glebe Island as detailed in the draft Bays West Place Strategy. The draft Strategy does not indicate that any urban renewal works will be implemented at Glebe Island up to 2030 with works for Sub Precincts 3,4 and 5 (the Sub Precincts that relate to the Glebe Island) being mooted to occur up to 2040 and beyond.</p>	<p style="text-align: center;">✓</p>
<p>11.2 Display of Messages</p> <p>The advertising panels are to be continuously occupied by simple messaging or graphics. They should never appear vacant</p>	<p>The landmark and iconic status of the signage means that it is in constant demand by international and national companies that seek high level brand exposure. The content is rotated on a minimum 28 day lunar cycle. The proposal will not change the display status of the advertising structure.</p>	<p style="text-align: center;">✓</p>

DCP PROVISION	COMMENT	COMPLIANCE
<p>11.3 Lighting</p> <p>Lighting may be installed for night-time external illumination of advertising signs.</p> <p>Light structures are to be discrete and light spill is to be contained to the face of the signs.</p> <p>Animated or flashing lighting is not permitted.</p>	<p>The existing advertising structure is externally illuminated by top mounted down lights that are cantilevered in front of the signage face. The lights do not flash, flicker or dazzle. The signs are illuminated from dusk to 1am.</p> <p>Electrolight Australia has undertaken a Lighting Impact Assessment (LIA) to ascertain whether the existing illumination levels of the signage display comply with the relevant controls for its curfew operation having regard to the existing land use context of surrounding lands. The LIA is reproduced in Appendix E of this SEE.</p> <p>Electrolight has also considered the future land use scenario for surrounding lands under the draft Bays West Place Strategy with a focus on the redevelopment of Sub Precinct 1 being the White Bay Power Station and Metro Station. The 2030 Structure Plan identifies that Sub Precinct 1 could be redeveloped over the coming decade and identifies that it will include taller mixed use residential and hotel development (refer Figures 3.2A and 3 2B). If this development occurs within the ten (10) year consent term to maintain the compliance of the signage display with AS 4282-2019 the night time curfew would need to reduce from 1am to 11pm. Should residential redevelopment occur within the ten (10) year consent term for the advertising display, the Applicant is willing to accept a condition of consent that requires a change to the night curfew to 11pm.</p>	<p style="text-align: center;">✓</p>

DCP PROVISION	COMMENT	COMPLIANCE
<p>11.4 Materials and Finishes</p> <p>Materials to be used in the structure are to be durable and of high quality, ensuring the use of non-reflective surfaces suitable for an outdoor industrial location.</p> <p>Materials are to respect the heritage status of the Silos.</p>	<p>The display of advertising on the Silos has been undertaken in accordance with the principles for the adaptive reuse of heritage items. The signage display is confined to the roof parapet of the southern and western elevations only. This ensures that the northern and eastern elevations are retained in their original state and as a complete operating structure with distinguishable component parts such as the conveyor arm and eastern tower.</p> <p>The graphic content of the advertisements that are displayed on the Silos are of the highest quality given the iconic and landmark status of the structure. The advertisements are printed onto vinyl skins which are tensioned across the steel frame of the advertising structure. The content is changed on a minimum 28 day rotation which maintains visual interest in the advertising.</p> <p>The application proposes no change that would impact the appearance or quality of the existing advertising displays.</p>	<p style="text-align: center;">✓</p>
<p>11.5 Development Application Requirements</p> <p>Details of the sign structures dimensions, materials, finishes, servicing access and integration with the existing Silos structure are to be submitted in scaled architectural drawings.</p> <p>Details of illumination method and fixtures are to be provided with the Development Application.</p> <p>Illumination levels (lux levels) are to be provided with the Development Application.</p>	<p>This SEE and the accompanying supporting documentation complies with the application requirements specified by this Clause.</p>	<p style="text-align: center;">✓</p>

DCP PROVISION	COMMENT	COMPLIANCE
<p>12.0 Additional Treatments and Elements</p> <p>12.1 Mural</p> <p>Although this does not form part of the advertising signage, the maintenance and relevance of the mural remains part of the lease agreement between the lessee and Sydney Ports. It is recommended that the athlete panels on each column be repaired or removed in the first instance. Should the Silos be repainted, it is recommended that only the south and west faces be reviewed as the north and east working faces should reflect the raw, massive structure. The repainting of the mural should be in mute tones that allow for a clear perception of the form of the Silos. The Glebe Island and White Bay Master Plan contains a palette of colours for building forms and structures in the port area.</p>	<p>Eye Drive Sydney undertakes maintenance of the mural under the terms of the commercial lease with the Port Authority of NSW. Maintenance of the murals will be ongoing if consent is granted for a further ten(10) year term.</p>	<p style="text-align: center;">✓</p>

4.10. Conclusion

This section has examined the compliance of the proposal against the relevant environmental planning instruments and adopted policies. This assessment has demonstrated that the ongoing display of the existing signs on the western and southern elevations of the Silos for further ten (10) year period can be supported under the relevant planning provisions.

5. ENVIRONMENTAL ASSESSMENT

The proposal has been assessed having regard to the relevant Matters of Consideration under Section 4.15(1) of the Environmental Planning and Assessment Act 1979. The Heads of Consideration are:

‘4.15 Evaluation

(cf previous s 79C)

(1) Matters for consideration--general In determining a Development Application, a Consent Authority is to take into consideration such of the following matters as are of relevance to the development the subject of the Development Application:

(a) the provisions of:

(i) any environmental planning instrument, and

(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the Consent Authority (unless the Planning Secretary has notified the Consent Authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and

(iii) any Development Control Plan, and

(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and

(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the Development Application relates,

(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,

(c) the suitability of the site for the development,

(d) any submissions made in accordance with this Act or the regulations,

(e) the public interest.’

5.1. Section 4.15 (a) Environmental Planning Instruments, Proposed Instruments, DCPs, Planning Agreements and the Regulations

A thorough assessment of the statutory compliance of the proposal has been provided in Section 4 of this SEE. The assessment has had regard to the existing and future land use context of the Glebe Island Silos. The assessment has addressed matters pertaining to permissibility, visual impact, traffic safety, heritage conservation, public benefit and it has demonstrated that the proposal to extend the consent term of the Glebe Island advertising signage for a further ten (10) years is consistent with and complies with the planning provisions of:

- Sydney Regional Environmental Plan No.26- City West;
- State Environmental Planning Policy (State Significant Precincts) 2005;
- Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005;
- State Environmental Planning Policy No.64 – Advertising and Signage and the associated SEPP 64 Transport Corridor Advertising and Signage Guidelines 2017;

- Eastern City District Plan 2017;
- Draft Bays West Place Strategy, Strategic Place Framework and Urban Design Framework.
- Glebe Island and White Bay Master Plan 2000; and
- Glebe Island Silos Advertising Signage Development Control Plan 2004.

The Applicant is willing to accept the imposition of a condition that addresses the future change in land use anticipated for the White Bay Power Station site (Sub Precinct 1) up to 2030 as indicated in the draft Bays West Place Strategy. The condition would address a future non-compliance that could arise if high rise residential (or hotel) development occurs at the location identified in Figure 3.2A and 3.2B. To ensure ongoing compliance with AS 4282-2019 the condition would require the night time illumination of the signage to change from 1am to 11pm.

In addition, the existing consent instrument (DA 041-09-2011) incorporates a condition (Condition B7) that allows for the removal of the signage prior to the expiry of the consent in the event that Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct. Condition B7 is reproduced below:

B7. If Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct prior to the expiry of the consent, the Applicant is to gain approval from the Secretary to continue the use of the existing advertising sign.

The imposition of this condition on the existing consent was a precautionary measure. The Applicant would be willing for this condition to be imposed on any future consent.

In our professional opinion, the proposal can be supported under the existing strategic and statutory framework that applies to the proposal.

5.2. Section 4.15 (1) (b) Other Impacts of the Development

5.2.1. Amenity and the Surrounding Land Uses

The existing character of Glebe Island and White Bay is defined by its industrial and maritime uses. At the current time there is no residential development in the immediate vicinity of the site. Glebe Island under both the Bays Precinct Transformation Plan and the draft Bays West Place Strategy is identified as being retained for port and maritime uses and is to continue as a working port to service the needs of the construction supply chain over the next decade and beyond. This land use is reinforced by recent applications and approvals for new works at Glebe Island which include the multi user facility being advanced by the Port Authority of NSW at Berth 1 and the State Significant Development Application Approval for a new concrete batching plant by Hanson Construction Materials Pty Ltd adjacent to Berth 1 and the Glebe Island Silos. The ongoing display of the advertising signage on the Silos raises no issues that would impede the existing land use context of the Port and its ongoing operations over the next ten (10) years. As the application proposes no change to the physical structure on the Silos no amenity issues are raised concerning its ongoing display within the context of Port maritime uses.

The recently released and publicly exhibited draft Bays West Place Strategy has provided greater insight into the next evolution of planning for the Bays West Precinct through to 2040. As illustrated at Figure 1.5, the Strategy identifies ten Sub Precincts within the Bays West urban renewal area and has established a new each land use character and development vision for each Sub Precinct. The Glebe Island Silos fall within Sub Precincts 3 and the broader Port uses fall within Sub Precincts 4 and 5. A description of the land use intent for each Sub Precinct has been examined in Section 2 of this SEE.

The draft Bays West Place Strategy identifies that the urban renewal of each Sub Precinct will occur through a staged implementation. Implementation up to 2030 will focus on the urban renewal of Sub Precinct 1 which contains the White Bay Power Station and the new Metro Station. The next wave of development will concentrate on Sub Precincts 2-10 will be implemented up to 2040 and beyond. This staging is graphically represented in the draft Bays West Structure Plans that are reproduced at Figures 1.6 and 1.7.

The specialist lighting, visual impact, heritage and traffic safety investigations commissioned for this application have considered both the existing and future land use context of Glebe Island and its surroundings envisaged under the draft Bays West Place Strategy over the next ten (10) years as this is the period of time that would be commensurate with the consent duration being sought under the application.

The findings from these investigations (which are examined in this section) have not identified any matters that would render the proposal undesirable for surrounding land uses. As indicated in Section 5.1, there is a potential non-compliance that could arise should high density residential apartments or hotels be developed at the location identified in Figure 3.2A and 3.2B during the ten (10) year consent term. The non-compliance can be addressed through a change to the night time illumination curfew which would need to be reduced from 1am to 11pm. The Applicant is willing to accept a condition of consent requiring this change should the need arise.

5.2.2. Socio and Economic Factors

The Glebe Island Silos advertising structure is recognised as a landmark out of home advertising asset. It is an iconic site and is in constant demand by national and international entities who seek high level brand exposure. Its unique dimensions and landmark location has seen the structure being used to anchor the major advertising promotions of companies such as Commonwealth Bank, Foxtel, Google, NIKE, Suncorp, Pepsi, Samsung, Johnson and Johnson and the like.

To satisfy the public benefit provisions of SEPP 64, this application includes a Public Benefit Offer in the form of a monetary contribution that will be paid annually by Eye Drive Sydney Pty Ltd to the Inner West Council and which will be used to fund local heritage conservation. The Offer is a continuation of the public benefit arrangement that accompanied the former Modification Application and which will expire at the same time as the existing consent on the 11th April 2022.

Landmark billboards like the Glebe Island Silos allow Out of Home publishers to drive interest and develop wider ranging out of home asset networks crucial to public interest messaging. Out of Home advertising also promotes consumer spending with local and larger businesses which provides economic benefits to the broader community. These networks are relied upon by both the private and public sector for public interest campaigns. Without significant investment in landmark advertising assets such as the Silos, the development of out of home assets across the broader metropolitan area by companies such as Eye Drive Sydney Pty Ltd would not be possible. Accordingly, the ability to realise a further ten (10) years of advertising revenue from the Silos advertising structure will have a positive socio economic impact on the out of home industry as it will provide a revenue stream that can be used by Eye Drive Sydney to fund the development of future out of home assets and smart city technological investment within NSW.

At the same time, the commercial lease agreement between Eye Drive Sydney Pty Ltd and the Port Authority of NSW provides an important revenue stream that assists the Authority to fund a range of activities, these include environmental programs and many community focused events that occur around the Sydney Harbour waterfront.

It is our professional opinion that extending the consent duration for the Glebe Island Silos advertising signage for a further ten (10) year term will deliver a range of socio economic benefits for both State and Local Government and the local community.

5.2.3. Illumination and Lighting Impact

A Lighting Impact Assessment undertaken by Electrolight Australia Pty Ltd has identified that the site is located in a Zone 3 area under the SEPP 64 Transport Corridor Outdoor Advertising Guidelines 2017. Maximum dimming and luminance levels are prescribed under the SEPP 64 Guidelines 2017 and the Australian Standard AS 4282-2019 for the Control of the Obtrusive Effects of Outdoor Lighting. The Lighting Impact Assessment is detailed Appendix E.

The Assessment concludes that the existing front lit signage installed at Glebe Island Silos, having regard to its existing port and maritime land use context and night time curfew operation to 1am, complies with the

following criteria, guidelines and standards:

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64
- Glebe Island Silos Advertising Signage Development Control Plan – Section 11.3 Lighting
- Transport Corridor Outdoor Advertising and Signage Guidelines (2017) – Section 3.3.3
- Relevant Sections of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

As part of this application Electrolight was also commissioned to investigate the compliance of the signage assuming the surrounding lands were redeveloped in accordance with the draft Bays West Place Strategy over the next ten (10) years (being the term commensurate with the extension to the consent duration being sort under this application). The findings from this assessment are detailed in Section 3.3 of this report.

In summary, should development proceed in accordance with the 2030 Structure Plan, Sub Precinct 1 of the draft Bays West Place Strategy (which relates to the White Bay Power Station and Metro Station) would be redeveloped for high density residential apartments (or hotel related uses) at the locations identified at Figures 3.2A and 3.2B. If this development proceeded within the ten (10) year consent duration, the existing luminance of the signage could remain unchanged but the night curfew for the illumination of the signage would need to be adjusted from 1am to 11pm to comply with AS 4282-2019.

As a precautionary measure, the Applicant would be willing to accept a condition of consent requiring the adjustment of the night time illumination curfew to 11pm on the release of the occupation certificate for the residential or hotel development. On this basis it is our professional opinion that the consent duration for the advertising signage could be extended for a further ten (10) year term without any adverse lighting impact to the amenity of existing or future residents.

5.2.4. Landscape and Vegetation Management

The proposal does not involve any landscaping works.

5.2.5. Utility Services

The proposal does not raise any concerns regarding the provision of utility services as electricity is available to the site.

5.2.6. Visual Impact

Group GSA has undertaken an Visual Impact Assessment (VIA) of the potential visual exposure of the advertising signage, the potential effect of extending the consent duration on the emerging desired future character of the immediate and wider locality having regard to the future land use character identified for the Precinct in the draft Bays West Place Strategy and the potential effects on existing views to the Silos from the public domain (roads, infrastructure and reserves), including the Glebe Foreshore Walkway, Jubilee and Federal Park and residential streets in Annandale. The VIA has also considered the significant views of the Glebe Island Silos identified in the draft Bays West Urban Design Framework. The Group GSA VIA Report is reproduced in Appendix C of this SEE.

Group GSA has examined a total of 47 view locations across the visual catchment. Each view location was given a visual impact rating, a sensitivity rating and a magnitude rating.

The visual impact ratings that were used by Group GSA are explained below:

- High- the visual impact on these viewers is significant and would typically require amelioration at the site planning stage.
- Moderate- the visual impact on these viewers is at a localised scale and can be mitigated or already has some existing screening or an existing setback which minimises visual impact.
- Low- the visual impact on these viewers is considered low and no or very little amelioration is required.

Sensitivity was determined by assessing the context or landscape character of the location. Magnitude was assessed by determining the overall significance of the Silos within each view.

Based on this analysis, Group GSA has reached the following conclusions.

5.2.6.1 DAY AND NIGHT TIME VISUAL IMPACT

The visual impact of the existing advertising signage during the day and at night was assessed. The view sensitivity ranges from negligible to moderate. A summary of the assessed view sensitivity is provided below in Table 5.1-5.4. Tables 5.2 and 5.4 assess the views to the Glebe Island Silos that were identified in draft Bays West Urban Design Framework.

TABLE 5.1

ALL DAY VIEWS

SENSITIVITY RATING	DAY VIEWS	
Visual Impact Rating	Number	%
Negligible	10	21%
Low	2	4%
Moderate-Low	15	32%
Moderate	20	43%
High-Moderate	0	0
High	0	0
Total	47	100%

Source: Group GSA 2021

TABLE 5.2

DRAFT BAYS WEST URBAN DESIGN FRAMEWORK VIEWS TO THE GLEBE ISLAND SILO

SENSITIVITY RATING	DAY VIEWS	
Visual Impact Rating	Number	%
Negligible	3	27.3%
Low	1	9%
Moderate-Low	3	27.3%
Moderate	4	36.4%
High-Moderate	0	0%
High	0	0%
Total	11	100%

Source: Group GSA 2021

TABLE 5.3

NIGHT VIEWS

SENSITIVITY RATING	NIGHT VIEWS	
Visual Impact Rating	Number	%
Negligible	4	27%
Low	1	7%
Moderate-Low	0	0%
Moderate	5	33%
High-Moderate	5	33%
High	0	0%
Total	15	100%

Source: Group GSA 2021

TABLE 5.4

DRAFT BAYS WEST URBAN DESIGN FRAMEWORK VIEWS TO THE GLEBE ISLAND SILOS

SENSITIVITY RATING	NIGHT VIEWS	
Visual Impact Rating	Number	%
Negligible	3	33.3%
Low	1	11%
Moderate-Low	0	0%
Moderate	2	22.2%
High- Moderate	3	33.3%
High	0	0%
Total	9	100%

Source: Group GSA 2021

The three draft Bays West Strategy night time views that were assessed as being High to Moderate are illustrated at Figures 5.1- 5.3.

FIGURE 5.1

GROUP GSA VIEW 3 BEING BAYS WEST VIEW 6

(FROM HARBOURSIDE WALK AT CADI WHARF, NEAR REFINERY DRIVE, PYRMONT)

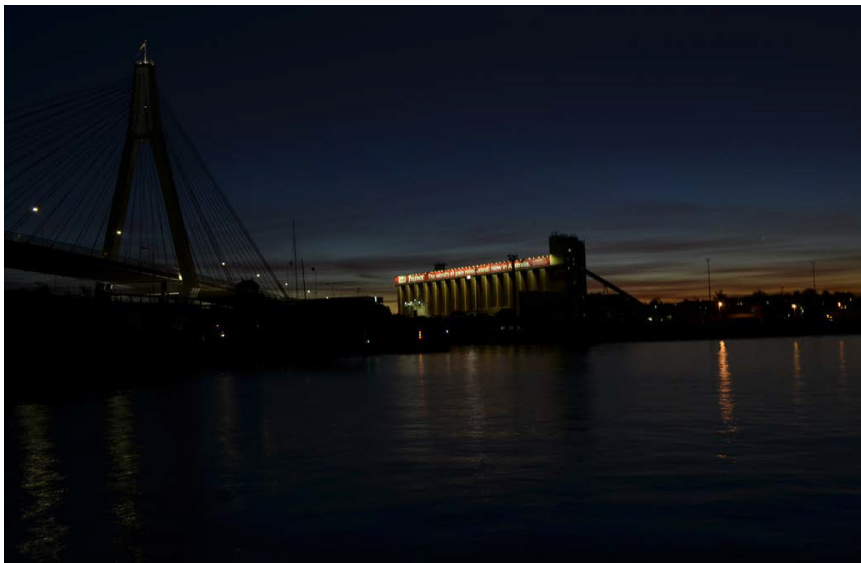


Source: Group GSA VIA 2021 Page 79

FIGURE 5.2

GROUP GSA VIEW 4 BEING BAYS WEST VIEW 7

(FROM HARBOURSIDE WALKWAY ADJACENT TO BOWMAN STREET, PYRMONT)



Source: Group GSA VIA 2021 Page 81

FIGURE 5.3

GROUP GSA VIEW 6 BEING BAYS WEST VIEW 6

(FROM WATERFRONT PARK, PYRMONT)



Source: Group GSA VIA 2021 Page 83

5.2.6.2 CONCLUSIONS

The conclusion reached by Group GSA concerning visual impact is reproduced below.

'No viewpoints were identified to suffer from significant (high) visual impacts as a result of the existing advertising signage to the Glebe Island Silos being retained. It was generally noted that the sites with the highest visual magnitude were generally closer to the Silos and were from less sensitive receivers such as public roadways.

The following explanations were found to be factors at a number of sites and consistently effected the magnitude ratings generated:

- *Signage is at least partially screened by built form or established vegetation.*
- *Viewpoint character and context is not sensitive to the view of the signage.*
- *Viewing distances are long and thus signage is difficult to distinguish or is viewed within a much larger overall context.*

The existing signage has been in place for many years, and it could be determined that this plays a part in further reducing the visual dominance of the signage for surrounding users.'

A number of key views were reassessed at night to determine the effects of the lighting of the signage on views from surrounding areas. It should be noted that the lighting is applied to both the signage as well as the overall Silos structure, allowing viewers to appreciate the Silos structure at night. The lighting is only applied to the sides of the structure that feature the signage. There is no lighting to the northern and eastern facades.

In general the visual impact is higher at night than during the day due to the comparative effects of the lit signage against a dark back drop. It should be noted however that recent investigations conducted by Electrolight Australia have confirmed that the lighting complies with all relevant criteria and standards. Should residential development occur within the immediate vicinity of the Silos within the White Bay Power Station Sub Precinct within the ten (10) year consent duration, then the existing luminance of the signage can remain unchanged but the curfew would need to be brought forward to 11pm at night (from 1am) to ensure compliance with AS4282-2019.

5.2.6.3 MITIGATION

Group GSA advise that the visual impact of the advertising signage on both day and night time views does not warrant any mitigation works being undertaken to support a further ten (10) year extension of the consent duration:

'Given that the signage is existing on the site and the day time visual impact is negligible to high moderate, it is not deemed that any specific mitigation works are required to extend the consent duration for a further ten year period.'

The signage exists only on two sides of the Silos and covers a relatively small portion (approximately 20%) of the overall facade on the relevant southern and western facades. The northern and eastern facades are free of signage and present significant opportunity to view the overall Silos structure, including the lid which is concealed on two sides.'

5.2.6.4 DRAFT BAYS WEST PLACE STRATEGY- FUTURE CHANGES

Group GSA as part of this commission was asked to consider the visual impact of the Glebe Island Silos advertising signage having regard to the draft Bays West Place Strategy and Urban Design Framework. The conclusion reached by Group GSA is reproduced below.

'The existing character of the immediate surrounds of the Glebe Island Silos is predominantly industrial and maritime, with no residential land use in close proximity. Although portions of the Glebe Island site are planned to be retained for port and maritime uses in the long term, it is planned that future residential development will occur in areas closer to the Silos than currently exists.'

The structure plan to 2030 limits development to the portion of Glebe Island to the west and north-west of the Silos, around the new metro station. The delivery time-frame on residential uses is not 100% clear within the current draft Bays West strategy documents but if it falls within the consent period, it is likely to be towards the end of the current application for a ten (10) year consent.'

Consideration could be made for consent conditions which limit the operation of the signage at night prior to occupation certificates being granted for any residential development.'

The Applicant is willing to accept the imposition of a condition that addresses the future change in land use anticipated for the White Bay Power Station site (Sub Precinct 1) up to 2030 as indicated in the draft Bays West Place Strategy. The condition would address a future non-compliance that could arise if high rise residential development occurs in proximity to the Metro Station site at the location identified in Figure 3.2A and 3.2B. To ensure ongoing compliance with AS 4282-2019 the condition would require the night time illumination of the signage to change from 1am to 11pm.

Further, the existing consent instrument (DA 041-09-2011 (MOD 2)) incorporates a condition (Condition B7) that allows for the removal of the signage prior to the expiry of the consent in the event that Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct. The Applicant would be willing for this condition to be imposed on any future consent. On this basis it is our professional opinion that the ongoing display of the signage for a further ten (10) years will not have detrimental amenity impact to existing and future adjacent land users in the locality.

5.2.7. HERITAGE OR SPECIAL AREA CHARACTERISTICS

A Statement of Heritage Impact has been undertaken by NBR Architects and is reproduced in Appendix D. The relevant extracts from that Report are reproduced below in this section.

5.2.7.1. EVALUATION OF HERITAGE CONTROLS

The NBR Report includes an assessment of the compliance of the proposal against the relevant heritage provisions that are contained in the following environmental planning instruments and policies:

- Sydney Regional Environmental Plan No 26;
- State Environmental Planning Policy No.64;
- Glebe Island Silos Advertising and Signage DCP 2004; and
- Draft Bays West Place Strategy Documents.

An assessment of the compliance follows.

- **COMPLIANCE WITH SYDNEY REGIONAL ENVIRONMENTAL PLAN NO 26 (SREP 26)**

Schedule 4 of the SREP identifies Heritage Items. The Glebe Island Wheat Silos are listed as a heritage Item (Item 1) on the schedule. In addition the following items in the general vicinity of the Silos are also listed as Heritage items:

Item 4 - Sewerage pumping station, Roberts Street;

Item 5 - Monument, Glebe Island;

Item 7 - Railway Bridge, Railway Parade;

Item 9 - Railway truss bridge, Johnston Street; and

Item 11 - White Bay Power Station complex

SREP 26 has heritage specific clauses that need to be addressed as part of development to, or in the vicinity of heritage items. These are detailed in Table 5.5.

TABLE 5.5

SREP26 HERITAGE PROVISIONS

SREP 26 PROVISION	NBRS COMMENT
<p>SREP 26, Division 6 Heritage conservation, Clause 29 General considerations</p> <p>Development of or including a heritage item, in the vicinity of a heritage item, or within a conservation area, must be compatible with the conservation of the heritage significance of the item or the character of the conservation area.</p>	<p><i>The subject site, Glebe Island Wheat Silos (Item 1), is listed as a heritage item in SREP 26, Schedule 4 Heritage Items and is located in the vicinity of Items 4,5,7,9 and 11.</i></p> <p><i>The retention of the existing signage as proposed by this application for a further ten (10) year term does not alter the appreciation, setting or views of these items.</i></p>
<p>SREP 26, Division 6 Heritage conservation, Clause 30 Duty of Consent Authority Before granting consent to any such development, the consent authority must consider:</p> <ul style="list-style-type: none"> • The heritage significance of the heritage item or conservation area, and • The impact that the proposed development will have on the heritage, and • Significance of the heritage item and its setting or the conservation area, and • The measures proposed to conserve the heritage significance of the heritage item and its setting or the conservation area, and • Whether any archaeological site or potential archaeological site would be adversely affected. 	<p><i>The proposed development of a heritage item and within the vicinity of other heritage items, must be in keeping with the heritage significance and character of the respective heritage items.</i></p> <p><i>As the advertising signage is well above ground, the development will not impact the significance of the heritage item itself, nor other heritage items in the vicinity.</i></p> <p><i>No aspects of the proposal involve sub surface investigations.</i></p>
<p>SREP 26, Clause 31 Conservation Management Plans and Heritage Impact Statements</p> <p>The consent authority must decline to grant consent for development relating to a heritage item or conservation area unless it has taken into consideration a Conservation Management Plan or Heritage Impact Statement which includes an assessment of the matters listed in Clause 30.</p>	<p><i>This Statement of Heritage Impact (SHI) has been prepared in accordance Clause 31, to determine the positive and negative heritage impacts associated with providing a ten (10) year consent for the existing signage mounted on the upper structure of the glebe Island Silos.</i></p>

Source: NBRS Heritage Architecture 2021

• **COMPLIANCE WITH THE STATE ENVIRONMENTAL PLANNING POLICY 64**

Clause 21 establishes the specific criteria that relate to the display of roof signs. Clause 21(1) seeks to ensure that the display of a roof sign will not have an adverse visual impact or diminish the appearance of the building. NBRS has considered the heritage impact as it addresses this Clause in Table 5.6.

TABLE 5.6

SEPP 64 CLAUSE 21 PROVISIONS

SEPP 64 PROVISION	NBRS COMMENT ABOUT HOW THE PROPOSAL RELATES TO SEPP 64
<p>Clause 21 Roof or Sky Signs</p> <p>(1) The Consent Authority may grant consent to a roof or sky advertisement only if:</p> <p>(a) the Consent Authority is satisfied:</p> <p style="padding-left: 40px;">(i) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or</p> <p style="padding-left: 40px;">(ii) that the advertisement improves the finish and appearance of the building and the streetscape, and</p> <p>(b) the advertisement:</p> <p style="padding-left: 40px;">(i) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and</p> <p style="padding-left: 40px;">(ii) is no wider than any such part.</p>	<p><i>The Glebe Island Grain Silos, constructed in 1972, are structures with landmark qualities due to their size and distinctive form.</i></p> <p><i>The murals on the South and West Elevations of the former grain Silos, although not linked in any way to the significance of the Silos themselves, add to their landmark quality and are well maintained.</i></p> <p><i>The subject signage is located on the upper portion of the structures on the South and West Elevations and are limited to the dimensions of the former conveyor room, which runs across the top of the silo containers.</i></p> <p><i>The signage, together with the structural signage system are designed in a manner that is sympathetic to the character of the former grain Silos (currently sugar and cement Silos) and the industrial and seaport character of the Port Authority of NSW land at Glebe Island and White Bay.</i></p>

Source: NBRS Heritage Architecture 2021

The Schedule 1 Assessment Criteria seek to ensure that an advertisement does not detract from a heritage area or conservation area. Refer Table 5.7.

TABLE 5.7

SEPP 64 SCHEDULE 1 HERITAGE CRITERIA

SEPP 64 PROVISION	NBRS COMMENT ABOUT HOW THE PROPOSAL RELATES TO SEPP 64
<p>SEPP 64, Schedule 1 Assessment Criteria 2 Special areas</p> <p>Does the proposal 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?</p>	<p><i>The scale of the advertising signage on the Glebe Island Silos is compatible with the heritage Silos and industrial character of the surrounding port structures and is read as the same scale and proportion of the former conveyor building across the top of the container structures.</i></p> <p><i>Half of the Glebe Island Silos structure, the north and east Elevations, has retained the original form and finish of the industrial concrete storage Silos structure. This allows readily for the interpretation of the original storage structure. More importantly, the associated activity in the immediate vicinity of the Silos is directly related to its current and ongoing use, namely as large-scale containers of cement and sugar.</i></p> <p><i>This activity, including shipping and truck movements delivering and distributing these products, is a function of the Silos use and most clearly interprets the historic and ongoing significance of the structures.</i></p>

Source: NBRS Heritage Architecture 2021

• **COMPLIANCE WITH GLEBE ISLAND SILOS ADVERTISING AND SIGNAGE DCP 2004**

The aims and objectives of the Glebe Island Silos Advertising and Signage DCP 2004 (Glebe Island Silos DCP) are:

- To provide design guidelines for advertising on top of the existing Glebe Island Silos.
- To encourage advertising signage that is compatible with the heritage Silos and the industrial character of the surrounding port.

Table 5.8 assess the compliance of the proposal against the relevant provisions of the DCP having regard to heritage considerations.

TABLE 5.8

GLEBE ISLAND SILOS ADVERTISING AND SIGNAGE DCP 2004

DCP CONTROL	NBR'S COMMENT ABOUT HOW THE PROPOSAL RELATES TO THE DCP
<p>8.2 Heritage</p> <p>The Silos are identified as a heritage item under the Bays Precinct provisions of SREP 26. The Bays Precinct was incorporated into SREP 26 in November 1997.</p> <p>The heritage listing of the Silos occurred some five (5) years after temporary consent (10 years) has been issued in 1992 for the erection of advertising signs as part of the Olympic Bid.</p> <p>Under Clause 31 of the SREP 26, consent cannot be granted for development relating to heritage items unless the Consent Authority has considered a Conservation Management Plan or a Heritage Impact Statement which includes an assessment of the impacts on the heritage item.</p>	<p><i>The retained structure of the Glebe Island Silos was gazetted as a heritage item in 1997, five (5) years after advertising signage was erected on the structure.</i></p> <p><i>This Statement of Heritage Impact has been prepared to accompany a Development Application for the ongoing display of the advertising signage on the Signage Zone of the Glebe Island Silos for a period of ten (10) years from 11th April 2022.</i></p> <p><i>No physical changes are proposed to the Glebe Island Silos. The approval only relates to an extension of the consent duration.</i></p>

DCP CONTROL	NBRS COMMENT ABOUT HOW THE PROPOSAL RELATES TO THE DCP
<p>9.0 Desired Future Character</p> <p>9.1 Continuation of the Port</p> <p>The scale of the Silos and the advertising structures are compatible with the oversized machinery, cargo ships and warehouse buildings located in the port area.</p> <p>The advertising on the top of the Silos adds a point of visual interest and enhances the Silos role as a landmark and reference point in the city. This is especially the case at night when the signs are illuminated.</p>	<p><i>The Development Application is for the consent for advertising signage on the Signage Zone of the Glebe Island Silos for a period of ten (10) years from 11 April 2022.</i></p> <p><i>The development will be substantially the same as the existing and will utilise the existing structure and external lighting.</i></p> <p><i>The structure would be reversible without impacting on the Silos fabric.</i></p> <p><i>It is proposed to maintain the existing mural and to conserve the fabric of the structure.</i></p> <p><i>The existing working Harbour setting and potentially the use of the Glebe Island Silos is expected to alter with the implementation of The Bays Precinct suite of strategies. The character of the signage structure is in keeping with existing character of the working Harbour, up until such time as the potential redevelopment of the Silos is undertaken. This is highly unlikely to occur within the next ten (10) years.</i></p>
<p>11.0 Advertising Structure</p> <ul style="list-style-type: none"> • Advertising is to be restricted to the southern and western sides where the decorative treatment relates to the busy, public nature of the main roads. • The signage system is to be a stretched skin with no extraneous structures or fixings in view, apart from the necessary lighting fixtures. • All access to the advertising panels for installation shall be made easily and in accordance with Occupational Health and Safety Guidelines. • The view of the rear of the signs from the Balmain peninsula is to be finished appropriately to screen the working face of the sign panels. 	<p><i>Advertising will be restricted to the southern and western sides of the Silos, in line with the current arrangement, and will utilise the existing structure and external down-lighting fixtures and limiting the advertising to the Signage Zone designated in the Glebe Island Silos DCP (the southern and western facades).</i></p> <p><i>Existing controls around illumination levels and hours of operation will be retained.</i></p> <p><i>The existing signage complies with the Glebe Island Silos DCP by having safe access to the advertising panels in accordance with WH&S Act 2011.</i></p> <p><i>In addition, the existing signage structure is designed so as to screen the working face of the sign panels from the Balmain peninsula.</i></p>
<p>11.5 Materials and Finishes</p> <p>Materials to be used in the structure are to be durable and of high quality, ensuring the use of non-reflective surfaces suitable for an outdoor industrial location.</p> <p>Materials are to respect the heritage status of the building.</p>	<p><i>The existing materials and finishes (including static vinyl signs) are in accordance with the Glebe Island Silos DCP and respect the heritage significance of the structure and the heritage items in close proximity. The application proposes no changes to the materials and finishes. The signage is consistent with the scale and character of the heritage item and its current maritime, working Harbour setting</i></p>

DCP CONTROL	NBRS COMMENT ABOUT HOW THE PROPOSAL RELATES TO THE DCP
<p>12.1 Mural</p> <p>Although this does not form part of the advertising signage, the maintenance and relevance of the mural remains part of the lease agreement between the lessee and the Sydney Ports.</p>	<p><i>It is the lessee, oOh!media, who maintains the Olympic Bid murals located on the southern and western facades of the Glebe Island Silos. The murals, completed in 1992, have become an integral part of the structure and recognised as a local landmark appreciated by those who cross the Anzac Bridge and reside in the local area.</i></p> <p><i>This is in accordance with the Glebe Island Silos DCP and consistent with the existing approvals condition. The development will be substantially the same development as the existing approval.</i></p>

Source: NBRS Heritage Architecture 2021

• **COMPLIANCE WITH THE BAYS WEST PLACE STRATEGY**

The vision for the Bays West Precinct is contained in the Bays West (Draft) planning documents, which include:-

Bays West Connecting with Country Framework, prepared by bangawarra

- *Bays West Strategic Place Framework, prepared by Terroir*
- *Bays West Sustainability Framework, prepared by Atelier ten and Integral Group*
- *Bays West Urban Design Framework, prepared by Terroir, and*
- *Bays West Place Strategy, prepared by NSW DPIE.*

This suite of documents has a stated intention to protect and adapt the heritage aspects on the site in a way that ensure a supportable future and use well into the future:

'Heritage and culture

That recognise the importance of the past and how understanding history and culture is critical to creating a place with meaning.

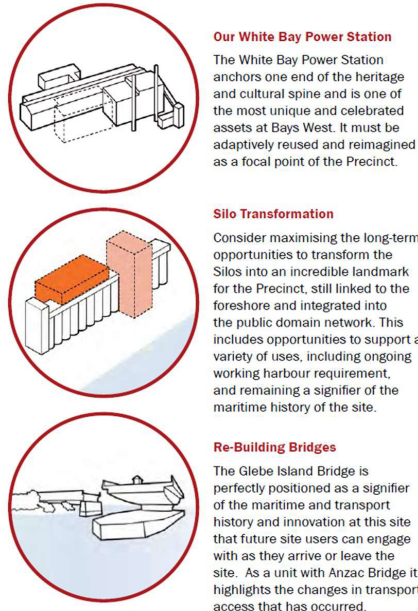
Direction 11 Bring new life to existing diverse assets and uses, integrating rich layers of creativity, heritage and culture across the precinct.

Direction 12 Ensure that future developments recognise, embrace and create opportunities for deeper understanding of our culture and stories.' (Bays West Place Strategy, NSW DPIE 2021)

Illustrated within The Bays West Urban Design Framework is the intention to provide for future development of the heritage structures on the site. The goal is to put in place a framework which will assist establishing a future use for the industrial structures alongside the redevelopment across the Precinct for a new, less industrially focused use, integrating urban redevelopment with a growing and evolving port. Refer Figure 5.4.

FIGURE 5.4

BAYS WEST INITIATIVES CONTEMPLATE MAJOR CHANGES TO THE WAY THE SILOS WILL BE USED AND PERCEIVED



Source: draft Bays West Strategy Urban Design Framework 2021

The Development Application for the continued operation of the advertising signage atop the Glebe Island Silos for a period of ten (10) years does not impact the intention of the potential Silos Transformation concept identified in The Bays West documents. The suite of documents is currently still in its draft form. The timeframes around the implementation of the Precinct development is considered to be around forty years; and specifically no development of the Silos is considered likely in the next ten (10) years.

For this reason, the ten (10) year consent requested is acceptable in terms of future planning for the structures. It should also be noted that a condition of consent is being proposed as part of the application which addresses the issue of development of the Silos or the wider Glebe Island Precinct being brought forward and offers the imposition of a condition of consent that requires the removal of the signs prior to the expiration of the ten (10) year consent term.

5.2.7.2 HERITAGE IMPACT ASSESSMENT

INTRODUCTION

The following assessment of this application is based on the guidelines set out by the NSW Heritage Office (now Heritage Division of the Office of Environment & Heritage) publication 'Statements of Heritage Impact', 2002. The standard format has been adapted to suit the circumstances of this application.

The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:

- An approval for the advertising signage atop the Glebe Island Silos does not diminish the significance or appreciation of the distinctive cylindrical form and large scale of the structures as it does not obscure nor damage the distinctive Silos.
- The size and proportion of the existing signage is determined by the length and height of the conveyor building that runs across the top of the Silos. In this way, the original form and scale of the Silos structures is retained.

- *There will be no change to the physical and visual relationship between the Anzac Bridge, the Glebe Island Bridge and the White Bay Power Station. All these historic items are contained within the area designated The Bays Precinct and will continue to contribute to the future character of the area.*
- *Whilst the illuminated signage is clearly a non-historic element of the wider views of the area, it sits alongside other lighting features that allow the illumination of the Anzac Bridge, the roadways and foreshore generally. Currently the Power Station building is unoccupied, and so is not lit as either a feature or as an occupied building.*
- *The Glebe Island Silos Olympic Mural is not linked in any way to the significance of the Silos themselves. However, in its own right it is considered to have historic, social and associational significance, and some rarity value. There are no physical or visual changes to the mural.*
- *The existing illumination levels and hours of operation will be maintained.*

The following aspects of the proposal could detrimentally impact on heritage significance. The reasons are explained as well as the measures to be taken to minimise impacts:

- *The consent for advertising signage atop the existing Glebe Island Silos would not diminish the appreciation or understanding of the silo structures.*

NEW SIGNAGE (CONTINUATION OF AN EXISTING USE)

How has the impact of the new signage on the heritage significance of the item been minimised?

- *In 1917, grain Silos were first constructed at Glebe Island. The Grain Silos complex was extended over the years with numerous phases of alteration and modification, including demolition of earlier Silos. The Silos were decommissioned for grain storage in 1984. The use of the Silos changed in 1994, when the silos were converted to cement and sugar storage. This would have required to alteration to the design of the Silos.*
- *The existing Glebe Island Silos date to the 1975 phase of development which comprised a multi-million-dollar extension to the system. The works included 30 cylindrical concrete Silos 38.4 m high, each having a capacity of 2,400 tonnes.*
- *The physical fabric of the existing Glebe Island Silos is not significant as early fabric, nor are they the same scale, size and overall form as the original complex – the advertising signs do not cover or negatively / detrimentally impact on the fabric of the Silos. The machinery tower on the upper section of the north and east elevations of the Silos complex remains visible as signage is not located on these facades. This allows continued public appreciation and interpretation of the structures.*
- *The primary significance of the Glebe Island Grain Silos are their historic associations with the Primary Industry and grain production. Over the next three (3) year period, the proposed Development Application is unlikely to have little impact on the historic significance of the Glebe Island Silos and its setting.*
- *The development of The Bays West Precinct contemplates significant changes to the setting of the Silos, and the other heritage items in the precinct. For this reason, a consent to maintain the existing situation is acceptable.*

Have alternative signage forms been considered (e.g. free standing or shingle signs). Why were they rejected?

- *The proposed signage is in accordance with the Glebe Island Silos DCP 2004. The historical significance of the Silos is legible as a complete operating structure with distinguishable component parts such as the conveyor arm and eastern tower, with the advertising signage located around the parapet but leaving the eastern tower exposed.*
- *The form and proportions of the signage is based on the scale of the conveyor room structure and was an acceptable negotiated outcome with the consent authority for the earlier approval.*

Is the signage in accordance with Section 6, 'Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based Approach? How?

The signage structure, external lighting system and operating hours are consistent with the heritage significance of the place. Both physically and legally, the signage will be substantially the same development as currently exists. The development for signage is consistent with the Glebe Island DCP and The Bays West Urban Design Framework (Draft). It should be noted that the development of The Bays Precinct is a long-term project with no significant change to its current land use envisaged in the next ten (10) years which would render the continued display of signage on the Silos as unsuitable.

Will the signage visually dominate the heritage item/heritage conservation area or heritage streetscape?

The Silos are visible from residential areas of Balmain, Glebe, Annandale and Pyrmont. The Silos are emblematic of the working harbour – a reminder of the working harbour and trading port. The signage is located at the upper section of the structure within the location identified in the Glebe Island Silos DCP. The signage is limited to the southern and western sides of the Silo structure facing busy public roadways. The elevations of the Silos that retain the “undecorated” industrial character, generally face onto the residential areas of the Balmain peninsula which lie in close proximity to the subject heritage item, heritage conservation areas of Balmain and White Bay Power Station, a State-listed heritage item.

Can the sign be remotely illuminated rather than internally illuminated?

The signage lighting will continue to be an external illumination type in accordance with the current operating approval. The lighting provides time restricted night time illumination using discrete structures with light spill only to the face of the signs. The lighting currently complies in full with the relevant requirements of SEPP64 and AS4282.

5.2.7.3 CONCLUSION

The retention of the advertising signage for a period of ten (10) years will have no adverse effect on the identified heritage significance of the Glebe Island Silos and its maritime and industrial setting.

Well over half of the Glebe Island Silos (the northern and eastern elevations) remain in original visual condition, that is “undecorated” and are not impacted by signage or artwork on the structure. Together with the ongoing activity associated with the place, namely shipping and truck movements associated with cement and sugar delivery and distribution, the general public can easily interpret the original and ongoing use of the Silos for dry bulk product arriving by ship.

The existing signage structure is a minor addition to the original fabric and is readily reversible. This is in accordance with heritage best practice principles set out in the Australia ICOMOS Burra Charter.

The potential future adaptive re-use of the silo structures is contemplated in draft The Bays West planning framework documents which envisage these purpose-built structures will make an ongoing contribution to the landscape, in a way other than envisaged by their original function. A ten (10) year consent for the advertising signage will not affect the future plans for the Silos.

Based on the analysis contained in the NBRIS Report, it is our professional opinion the proposed extension of the signage display can be supported on heritage grounds.

5.2.8. Access and Parking

The proposed works will not necessitate any change to the current access and parking arrangements. As the Glebe Island Silos is a secured site under the Customs Act 1901, Eye Drive Sydney contractors are granted authorised access for undertaking maintenance to the advertising structure, the mural displays and the changing of the advertising skins.

5.2.9. Traffic, Cyclist and Pedestrian Safety

Bitzios Consulting has undertaken a Traffic Safety Impact Assessment to ascertain whether the existing signage and its continued display over a four (4) year term poses a threat to driver, cyclist and pedestrian safety. The assessment can be found in the report at Appendix F. The key conclusions from the traffic safety assessment are reproduced below:

- *The signs are externally illuminated and will not change in terms of their existing sizes, locations and orientation.*
- *The signs do not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians or cyclists given their raised locations on the roadside*
- *There is no evidence that the signs have in the past reduced the safety of any vehicles, pedestrians or cyclist movements given their locations. It is unlikely that they would previously, or in the future, because they are located within a driver's ordinary field of view when approaching eastbound and westbound and only require glance appreciation with a small vertical deviation angle from vehicles ahead*
- *The draft Bays West Place Strategy and The Bays Metro Station do not propose any major road works within the vicinity of the subject site that would influence the signs, or that the signs would influence*
- *Traffic using the M4-M5 Link project is not expected to be impacted by the advertising signage because existing traffic on Anzac Bridge is not impacted*
- *A review of available five years of crash data within 650m of the site was undertaken as part of the traffic safety assessment. The crash data showed a low crash rate compared the traffic volumes carried and does not identify an unusually or inherently high crash rate location on approach to the signs. The casualty crash rate calculated for the relevant section of road is approximately 3.20 per 100M VKT, which is less than both comparable average NSW urban road crash rates and is therefore appropriate. Furthermore, the crashes reported in the vicinity of the signs could not be reasonably attributed, even in part, to them.*
- *The signs comply with the criteria set out in the SEPP 64, Transport for NSW Advertising Sign Safety Assessment Matrix and Signage Guidelines.*

Based on the findings of the Bitzios Consulting Assessment it is our professional opinion that there are no matters that would give rise to an adverse traffic, cyclist or pedestrian safety condition arising from the continued display of the existing signage on the western and southern elevations for a further ten (10) year term.

5.3. Section 4.15 (1) (c) Suitability of the Site for the Development

The subject signage is located on the upper portion of the structures on the southern and western elevations of the Glebe Island Silos. The signage, together with the structural signage system are designed in a manner that is sympathetic to the character of the former grain silos and the industrial and maritime character of the Port. The display of signage on the Silos occurs without any reduction to the functionality of the Silos and Glebe Island.

The signage complies in full with the development standards that are contained in the Glebe Island Silos DCP 2004. The DCP was prepared and adopted specifically to provide for the erection of a landmark general advertising display on the parapet of the Silos. The advertising structure and advertising is lower than the highest part of the Silos structure and no wider than any part of the structure.

The murals on the southern and western elevations of the Silos add to their landmark quality. The maintenance of the murals is provided for under the terms of the commercial lease agreement that is held between the Port Authority and Eye Drive Sydney Pty Ltd.

The impact of the signage on the heritage significance of the Silos has been assessed by NBRS and it has been determined that the display represents as successful adaptive reuse of the heritage item. More than 50% of the

Glebe Island Silos (the northern and eastern elevations) remain in original visual condition, that is “undecorated” and are not impacted by signage on the structure. This enables the general public to interpret the original use of the Silos, which was for the storage of grain and cement. It is in line with heritage practice to maintain at least 50% of a heritage item in its original condition. The existing signage structure is a minor addition to the original fabric and is readily reversible. This is in accordance with heritage best practice principles.

The proposal will not impact the desired future character of the Bays Precinct. The draft Bays West Place strategy documents have been reviewed by all specialist consultants and it has been determined that a further ten (10) year consent term can be accommodated. Further, as a precautionary measure, the Applicant is proposing two conditions of consent that they would be willing to accept relating to the night time lighting curfew and the removal of the sign should the redevelopment plans for Glebe Island be brought forward.

It is our professional opinion, that the display of roof signage on the southern and western elevations of the Silos for a further ten (10) year term represents a suitable use of the site in this instance.

5.4. Section 4.15 (e) Public Interest

After fully considering all aspects of the proposal it is our professional opinion that extending the duration of the consent for an additional ten (10) years is in the public interest for the following reasons:

- It will not result in any adverse significant impact. This has been confirmed by the robust independent investigations into visual impact, heritage impact, traffic safety and illumination.
- It can be supported on Statutory Planning and Policy grounds and raises no matters of non-compliance.
- It will not impede the working of the Port in its servicing of the NSW construction materials supply chain.
- The review of the draft Bays West Place Strategy and its supporting documents has confirmed that a ten (10) year extension will not impact the planning and development timeline for the Bays Precinct. The urban renewal of Sub Precinct 3, 4 and 5 which encompass Glebe Island is not identified for urban renewal in the first stage of development up to 2030.
- The proposal incorporates a public benefit in the form of a monetary contribution that is to be paid annually by Eye Drive Sydney Pty Ltd to the Inner West Council to invest in local heritage conservation projects.
- The Applicant is willing to accept the imposition of a condition that addresses the future change in land use anticipated for the White Bay Power Station site (Sub Precinct 1) up to 2030 as indicated in the Draft Bays West Place Strategy. The condition would address a future non-compliance that could arise if high rise residential development occurs at the location identified in Figure 3.2A and 3.2B. To ensure ongoing compliance with AS 4282-2019 the condition would require the night time illumination of the signage to change from 1am to 11pm.
- The existing consent instrument (DA 041-09-2011) incorporates a condition (Condition B7) that allows for the removal of the signage prior to the expiry of the consent in the event that Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct. The Applicant would be willing for this condition to be imposed on any future consent.

6. CONCLUSION AND RECOMMENDATION

The Glebe Island Silos have proven to be a highly successful landmark advertising location for the past twenty nine (29) years. The proposal to extend the consent duration for a further ten (10) years is considered appropriate and acceptable for the following reasons:

- The appearance of the advertising structure will not change as a result of this application. The Development Application proposes no physical works or change to the night time hours of illumination at the present time. The 1am curfew will stay in place until such time as Sub Precinct 1 (White Bay Power Station and Metro Station) is redeveloped. It is anticipated that high density residential apartments will be developed in proximity to the Silos in this Sub Precinct as indicated at Figures 3.2A and 3.2B. Should this development occur prior to the expiration of the ten (10) year consent term, the curfew will change from 1am to 11pm so that compliance with AS 4282-2019 is maintained. The Applicant will accept a condition of consent requiring this change.
- Independent and robust investigations into traffic safety and visual impact have confirmed that there are no adverse safety or amenity impacts arising from the display of the signage for an additional ten (10) years.
- The impact of the signage on the heritage significance of the Silos has been assessed by NBR Heritage Architecture and it has been determined that the display of signage represents a successful adaptive reuse of the heritage item and will not obstruct the achievement of the overall development vision for the Glebe Island Silos detailed in the draft Bays West Structure Plan for Sub Precinct 3.
- Based on the implementation plan identified in the draft Bays West Structure Plan, the development of Sub Precinct 3 and the balance of Glebe Island (Sub Precincts 4 and 5) is not anticipated to occur during the ten (10) year consent term as they are longer term aspirational urban renewal initiatives. In the event that the urban renewal of Glebe Island occurs within the consent term, the Applicant would be willing to accept a condition of consent similar to Condition B7 in the existing consent instrument that would require the Applicant is to gain approval from the Secretary to continue the use of the existing advertising sign.
- The proposal incorporates a Public Benefit Offer that will deliver to the Inner West Council an annual monetary contribution that the Council can invest in local heritage conservation.
- The continued display of the signage is supported on statutory planning and policy grounds and raises no matters of non-compliance. The ongoing display of the signage for a further ten (10) year term is provided for under Clause 21 of SEPP 64 which recognises a ten (10) year period as the maximum consent term for a roof or sky sign
- The signage has existed on the parapet of the Silos for twenty nine (29) years and it can satisfactorily coexist on the structure without impeding the workings of the Glebe Island Port or the commercial operation of the Silos for the storage of sugar and cement.
- The signage reinforces the landmark quality of the Silos structure and will prolong its role as an iconic out of home advertising asset that is sort after by global entities seeking premium brand promotion which brings revenue into the local Sydney economy. The iconic landmark status of the Silos is recognised under the draft Bays West Strategy.
- Effective outdoor advertising requires a site that provides a high daily exposure to motorists and commuters. The Silos are located adjacent to a significant arterial road network that incorporates the Anzac Bridge.

The proposal to extend the advertising signage display on the Silos for a further ten (10) years is a well-considered and desirable outdoor advertising and asset management outcome that is consistent with both the existing and desired future character of Glebe Island and the broader Bays West Precinct. The existing consent will expire on the 11th April 2022, the progression of this application will facilitate its ongoing display in accordance with the commercial lease agreement held between the Port Authority of NSW and Eye Drive Sydney Pty Ltd. It is our professional opinion that the proposal to extend the consent duration of the roof advertisements displayed on the southern and western elevations of the Glebe Island Silos for a further ten (10) year term should be favourably considered and recommended for approval as submitted.

Yours faithfully,



Belinda Barnett
Managing Director, Urban Concepts

APPENDICES

APPENDIX A

GLEBE ISLAND SIGNAGE CONSENT INSTRUMENT

Modification of Development Consent

Section 4.55(2) of the *Environmental Planning and Assessment Act 1979*

As delegate of the Minister for Planning, I approve the modification application referred to in Schedule 1, subject to the conditions in Schedule 2.



Anthea Sargeant
Executive Director
Key Sites and Industry Assessments

Date: 21 September, Sydney

SCHEDULE 1

Development Approval: DA 041-09-2011

For the following: Application for a four (4) year temporary consent for the existing signage structure.

Applicant: Eye Drive Sydney Pty Ltd

Consent Authority: Minister for Planning

The Land: Glebe Island and White Bay Silos, Glebe Island (Lot 10 DP 1065973)

Modification: **DA 041-09-2011 MOD 2:** extend the duration of the use of the Glebe Island Silos for the display of advertising signage until 11 April 2022.

SCHEDULE 2

The above approval is modified as follows:

1. Schedule 1, Part A - Condition A2 is amended by the deletion of ~~struck-out~~ words/numbers and the insertion of **bold and underlined** words as follows:

A2 The use of the roof top of the Glebe Island Silos for the display of advertising signage is permitted until 11 April ~~2018~~**2022**.

2. Schedule 1, Part B – Condition B3 is amended by the deletion of ~~struck-out~~ words/numbers and the insertion of **bold and underlined** words/numbers as follows:

B3 Within 3 months of the permitted use period lapsing (11 April ~~2018~~**2022**), the Applicant shall ensure that the sign is removed and the site is restored and reinstated in accordance with the requirements of the Port Authority of NSW.

3. Schedule 1, Part B - the following additional conditions are inserted as shown **bold and underlined**

B4 The signage is not to be illuminated between the hours of 1 am and 6 am, Monday to Sunday.

B5 Graphic material is to comply with the minimum coefficient of luminance intensity per unit area for class 2A Material in accordance with AS 1906.1:2007.

B6 Within six months after the date of the modification of consent (DA 041-09-2011 MOD 2), or other timeframe agreed by the Planning Secretary, the Applicant must enter into a Planning Agreement with Inner West Council in accordance with:

(a) Division 7.1 of Part 7 of the EP&A Act; and

(b) the terms of the offer in the letter from Ooh Media to the Council, which has been signed and accepted by the Council on 28 August 2018.

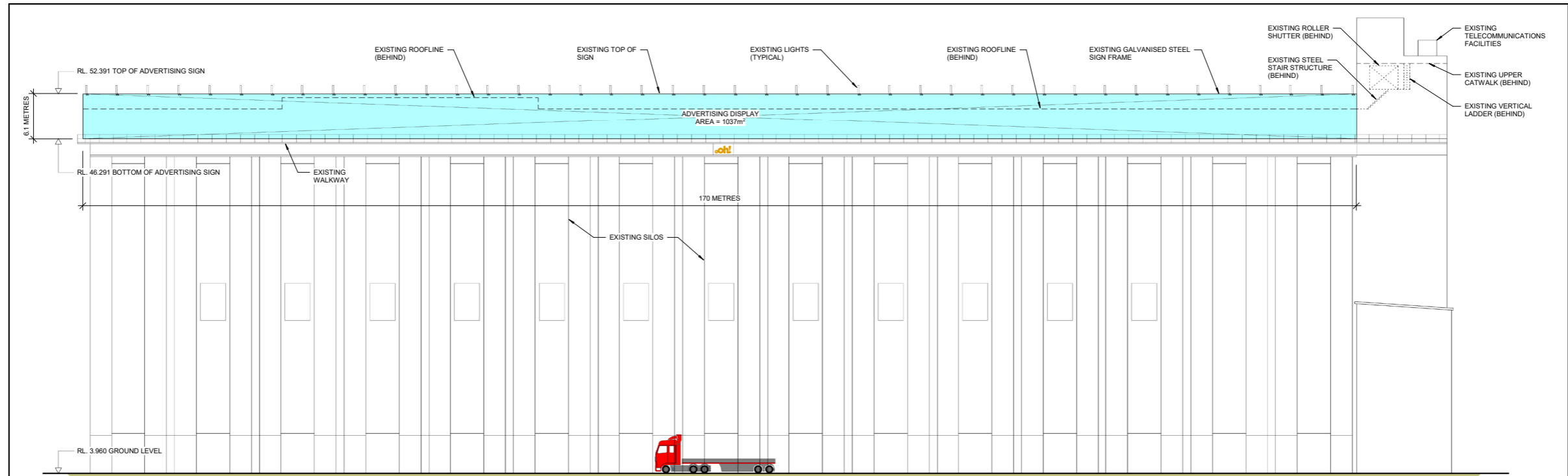
B7 If Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct prior to the expiry of the consent, the Applicant is to gain approval from the Secretary to continue the use of the existing advertising sign.

End of Modifications to DA 041-09-2011 MOD 2

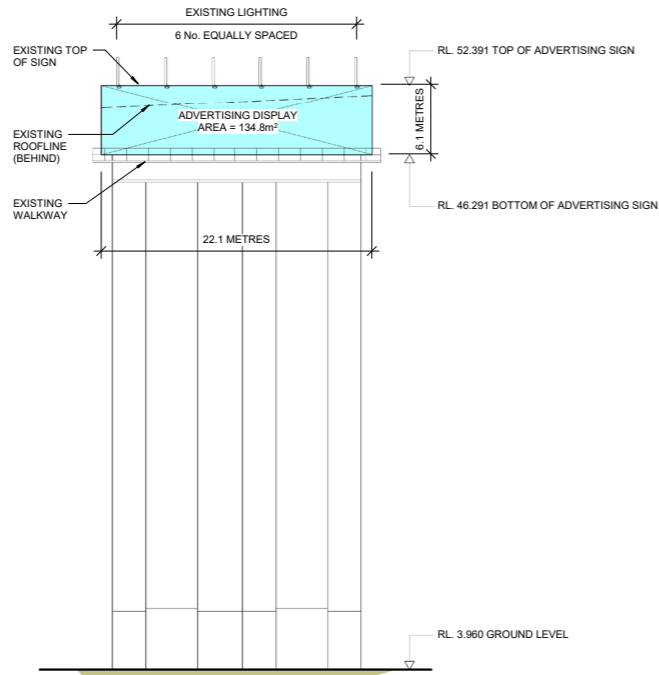
APPENDIX B

DEVELOPMENT

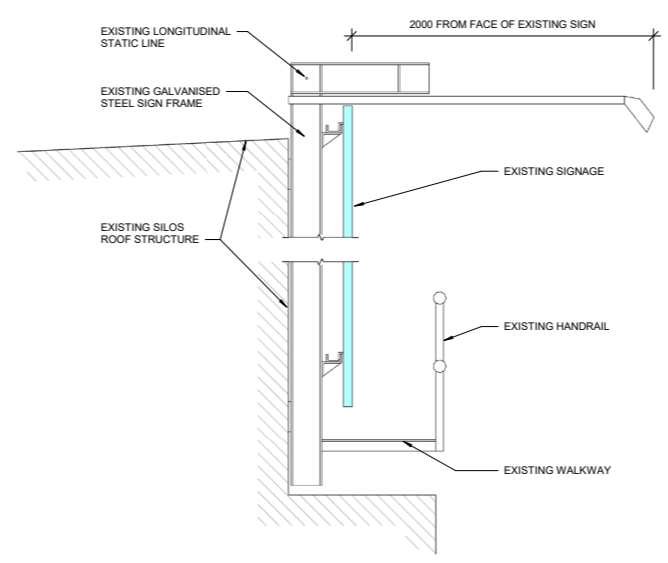
APPLICATION PLANS



SOUTHERN ELEVATION
 SCALE 1 : 250



WESTERN ELEVATION
 SCALE 1 : 250



TYPICAL SIGNAGE FRAME SECTION
 SCALE 1 : 20

AVERAGE LUX LEVELS
 640 LUX - WESTERN ELEVATION
 665 LUX - SOUTHERN ELEVATION

Issue	Description	Date
1	ISSUED FOR INFORMATION	30/6/21

Client

oh!media
 Level 2, 73 Miller Street
 North Sydney NSW 2060
 Tel: +61 (0)2 9927 9555

Status	PRELIMINARY NOT TO BE USED FOR CONSTRUCTION
Scale	1 : 250
Original Size	A1
Height Datum	DATUM
Grid	Grid
Filename	F:\30086453\Glebe Island DA\Documentation\Drawings\Glebe Island DA.dwg

Project

GLEBE ISLAND SILOS
 SOMMERVILLE ROAD, ROZELLE

Title

EXISTING SIGNAGE ELEVATIONS AND DETAILS

Level 32, 140 William Street
 Melbourne, VIC 3000
 Australia
 ABN: 76 104 485 289
 Tel: +61 (0)3 9623 4000
 Fax: +61 (0)3 9623 4111
 www.arcadis.com

Drawing No. **DA.01** | Project No. **30086453-9** | Issue **1**
 Date Plotted: 30/06/2021 9:10:02 AM

APPENDIX C

FINAL VISUAL IMPACT ASSESSMENT

GROUPGSA



GLEBE ISLAND SILOS, VISUAL IMPACT ASSESSMENT

Development Application

Application for a new 10 year consent for existing static signage to the top of the Glebe Island Silos

Prepared for Eye Drive Sydney Pty Ltd | GroupGSA | 22 July 2021

We acknowledge the traditional custodians of the land, and pay our respects to their elders past present and emerging, recognising their continuing connection to land, waters and culture.

Issue	Title	Date	Prepared	Checked
A	Issue for client review	11/06/2021	AH	JH
B	Revised for review	02/07/2021	AH	JH
C	Final issue for submission	22/07/2021	AH	JH

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EXECUTIVE SUMMARY

The proposal

Eye Drive Sydney Pty Ltd request the granting of a new 10-year consent for the existing static signage located to the top of the southern and western façades of the Glebe Island Silos (Silos).

The site

The Silos sit on a constructed peninsula known as Glebe Island, west of the Sydney CBD and within Sydney Harbour.

Landscape character

The immediate surrounding context is dominated by the Anzac Bridge transport corridor, marine commercial/industrial uses and Rozelle Bay, Blackwattle Bay and Jones Bay of Sydney Harbour. Beyond the bays, the context is primarily residential of varying scale and densities, generally with a publicly accessible foreshore along the harbour edge.

Visual impact assessment

The Visual Impact Assessment is based on an assessment of the visual significance of the signage to the top of the Silos. Unusually for a visual impact assessment, the proposed works are already existing on site and thus its continued presence could be deemed to have such a minimal effect so as to be non-existent.

As such, an alternate methodology has been adopted which seeks to measure the expected level of visual impact that would result from the installation of this signage if no signage currently existed on the Silos facade.

In response to concerns raised by Inner West Council in relation to previous applications, the report has also examined the visual exposure of the northern and eastern façades of the Silos which feature no signage and where the full extent of the upper 'lid' to the Silos is evident. This portion of the assessment was taken to inform the heritage impact assessment by mapping the visual catchment from which the Silos are visible in their full form.

Conclusion

The day time visual impact ratings for the views assessed vary from moderate to negligible. The following explanations were found to be key factors at a number of sites and consistently affected the magnitude ratings generated:

- Signage at least partially screened by built form or established vegetation
- Viewpoint character and context is not sensitive to the view of the signage
- Viewing distances are long and thus signage is difficult to distinguish or is viewed within a much larger overall context

The night views assessed generally returned a higher visual impact rating than the relevant day views, varying from high-moderate to low. This was due primarily to the impact of lighting against a dark backdrop and a corresponding reduction in contextual scale and setting.

Mitigation

Given that the signage has existed on site since 1992 and the assessed day time visual impact is negligible to high-moderate, it is not deemed that any specific mitigation works are required in order to extend the current consent approvals.

A previous application in 2018 included a night curfew to limit hours of operation at night as a way to reduce visual impact in the most sensitive locations, at the most sensitive time of day. No changes are requested to the current operating curfews.

INTRODUCTION

Purpose of this report

GroupGSA have been engaged by Eye Drive Sydney Pty Ltd to undertake an independent visual impact assessment in relation to the application for a new 10-year consent for the existing static signage to the southern and western façades of the Glebe Island Silos. The site is owned by Newcastle Port Corporation T/A Ports Authority New South Wales (Port Authority of NSW).

It is acknowledged that under SEPP64 there is a requirement to limit consent to a period of ten (10) years.

This report will form part of the submission to be lodged with the NSW Department of Planning, Industry and Environment, with the NSW Minister for Planning and Public Spaces as consent authority.

An assessment of the potential visual impacts of the development was undertaken on the basis of fieldwork and observations carried out in June 2021. The field assessment included documenting and assessing the potential visual exposure of the proposal, the potential effect of the proposal on the existing and emerging/desired future character of the immediate and wider context and the potential effects on existing views from the public domain including roads, infrastructure and reserves, including Glebe Foreshore Walkway, Jubilee and Federal Park and a pocket of residential streets in Annandale.

Terms used in this report

The following provides a brief description of the terms which have been used within this report

- **Landscape character:** The aggregate of built, natural and cultural aspects that make up an area and provide its unique sense of place. Landscape in this context is taken to include all aspects of a tract of land - the built, planted and natural topographical and ecological features
- **Magnitude:** The scale, form and character of a development proposal. In the case of visual assessment also how far the proposal is from the viewer. Combined with sensitivity, magnitude provides a measurement of impact
- **Sensitivity:** The sensitivity of a landscape character zone or view and its capacity to absorb change. Combined with magnitude, sensitivity provides a measurement of impact
- **View:** The sight or prospect of some landscape or scene
- **Visual catchment:** The extent of the area that the proposal will be visible from
- **Visual impact:** The impacts on the views from residences and other public places
- **Visual impact rating:** A visual impact rating is determined by cross-referencing magnitude with sensitivity and is measured in the following grades:
 - + High
 - + High to Moderate
 - + Moderate
 - + Moderate to Low
 - + Low
 - + Negligible

Further information relating to the assessment methodology and calculation of ratings is provided within the report.

SITE ANALYSIS

Visual character

The Silos are part of the working harbour history of Sydney, both historic and demonstrative of current day port operations

The Silos have been historically used for storage and bulk handling of sugar, wheat and cement. They are still used for this purpose today. The Silos form a combined structure of approximately 108m long, 22m wide and 35m high and are arranged in two rows of 15 Silos.

The southern and western façades of the Silos are decorated with large scale murals depicting classical athletes competing in various Olympic sports. The murals were created in 1992 as part of the 'Olympic Look' program during the bidding process for the 2000 Sydney Olympic Games.

The subject signage was installed in 1992 and is located above the Silos on the southern and western façades and forms a

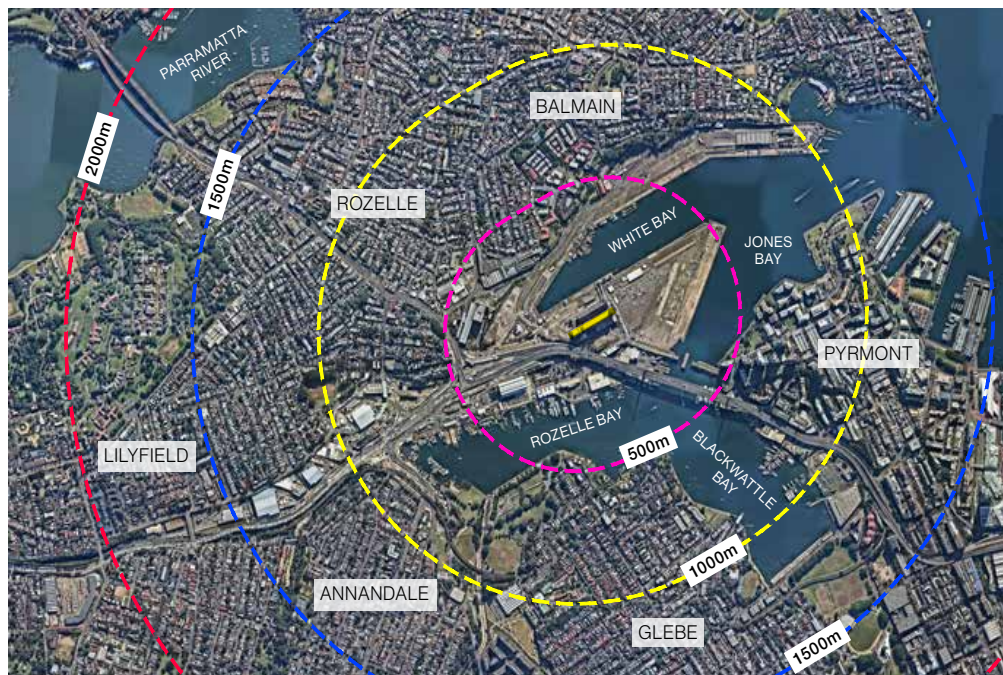
continuous parapet to the overall Silos structure. The overall form, scale and location of the signage approximates the parapet located on the northern, unadorned facade of the Silos. The eastern facade has a much larger parapet which extends above the height of the rest of the structure and acts as the highest point in the structure.

Existing context

The Silos sit within an immediate industrial context abutting Sydney Harbour, with residential land beyond.

The Glebe Island Silos sit on a constructed peninsula known as Glebe Island, west of the Sydney CBD and within Sydney Harbour. Glebe Island is a port used for deep-water wharfage, including bulk cement, sugar and gypsum loading and unloading. Glebe Island and White Bay are the only deep-water wharves west of the Sydney Harbour Bridge.

Context Plan
Base imagery sourced from Nearmap



Rozelle Bay and Blackwattle Bay are situated to the south and south-east of Glebe Island.

Glebe Island was formerly a car import terminal and the temporary home of the Sydney Exhibition Centre, which relocated back to Darling Harbour in late 2016.

Glebe Island is predominantly characterised by large scale industrial buildings and open hardstand used for car parking with supporting infrastructure and access roads. The land immediately to the east of the Silos is generally open without any large built form structures.

The Anzac Bridge runs adjacent to the Silos on the southern side and is in an elevated position as it passes the Silos. Glebe Island Bridge runs parallel to Anzac Bridge on its northern side, sitting a low level at the mouth of Blackwattle and Rozelle Bays. The bridge is heritage listed but has been disused for some years and is currently permanently open to maritime traffic.

The peninsula to the east of the Silos accommodates the suburb of Pyrmont, characterised primarily by high density residential development. A public footpath is provided along the waters edge north of the Glebe Island Bridge, but public access is limited by private landholdings along the foreshore of Blackwattle Bay.

To the south, the suburb of Glebe is dominated by a mix of attached and detached housing and low rise residential developments. A foreshore path provides public access along the harbour edge and links a number of parks.

South-west of the Silos and bounded by Johnstons Creek, Rozelle Bay and the City-West Link Road is the suburb of Annandale, dominated primarily by attached, medium density housing.

West of the Glebe Island Silos is the suburb of Rozelle, with a commercial and industrial corridor along Victoria Rd and attached, medium density housing behind. Although the Silos are visible from some parts of Rozelle, the majority of the suburb is screened from view by topography and built form.

North of the Silos is White Bay and Balmain which have views to the northern and eastern façades of the Silos. These façades have no signage and do not form part of this visual assessment.

Topography

Glebe Island is largely a constructed peninsula sitting a few metres above water level.

The Silos sit on a relatively flat, partially constructed peninsula only a few metres above water level. The adjacent Anzac Bridge and approaches are elevated significantly above ground level.

The residential suburbs of Glebe, Annandale and Lilyfield (which form the focus of this VIA) are located on portions of land which rise gently from water level to elevated positions towards their southern extents. In contrast, Pyrmont sits on what once was a sandstone headland, with historic quarrying activities creating nearly flat ground alongside the harbour with dramatic escarpments behind.

The suburbs are separated by small waterways running through concrete canals or piped underground, with low-lying land along drainage lines and at harbour inlets designated to open space. These areas provide natural boundaries between suburbs.

Future context

The Glebe Island peninsula is a working harbour site which is being utilised for infrastructure project staging in the short to medium term. Current projects include:

- Existing approval for a large shed for the storage and distribution of sand and aggregates (Multi-user facility). Construction commenced but currently paused.
- Western Harbour Tunnel (SSI8863) has been approved and includes the use of a large part of Glebe Island to support its construction program.

Part of the Bays West Precinct, Glebe Island will face a significant transformation in the longer term.

The current Bays West strategy documents have been released in draft format for consultation and a summary of its implications is included in following pages. It should be noted that although Bays West is a significant urban renewal project, Glebe Island is a strategic deep water port and the urban renewal plans must be integrated with current and future port and maritime industries in order to support the importation of critical bulk construction materials for the existing inner city market and major infrastructure projects.

BAYS WEST CONTEXT

Draft Bays West Strategy

Bays West is a 77ha precinct centered around Glebe Island and White Bay, representing the last opportunity for large-scale harbourside urban renewal in Sydney

The Bays West Precinct stretches from Balmain East and Pyrmont in the east to Lilyfield in the west, encompassing White Bay, Glebe Island, White Bay Power Station, Rozelle Rail Yards, and Rozelle Bay. A number of planning strategy documents have been prepared in draft format, with the Bays West Place Strategy publicly exhibited in March & April 2021. The analysis that follows is based on current draft documents available.

The strategy documents outline plans for the initial development of the precinct (to 2030) as well as longer term plans (2040 and beyond). At the heart of the precinct will be The Bays Station, part of Sydney Metro West.

Structure plan (to 2030)

Development over the next 10 years is proposed to be focused around the Bays West Metro Station and White Bay Power Station to the west of the Silos.

The draft Bays West strategy documents indicate that the extent of development within the Bays West precinct to 2030 is expected to be contained in the pocket between Anzac Bridge, Victoria Road and Robert St. Additional public parkland is proposed to be delivered in the Rozelle Rail Yards land to the west of Victoria Road. The precinct that contains the Glebe Island Silos does not form part of the 2030 Structure Plan.

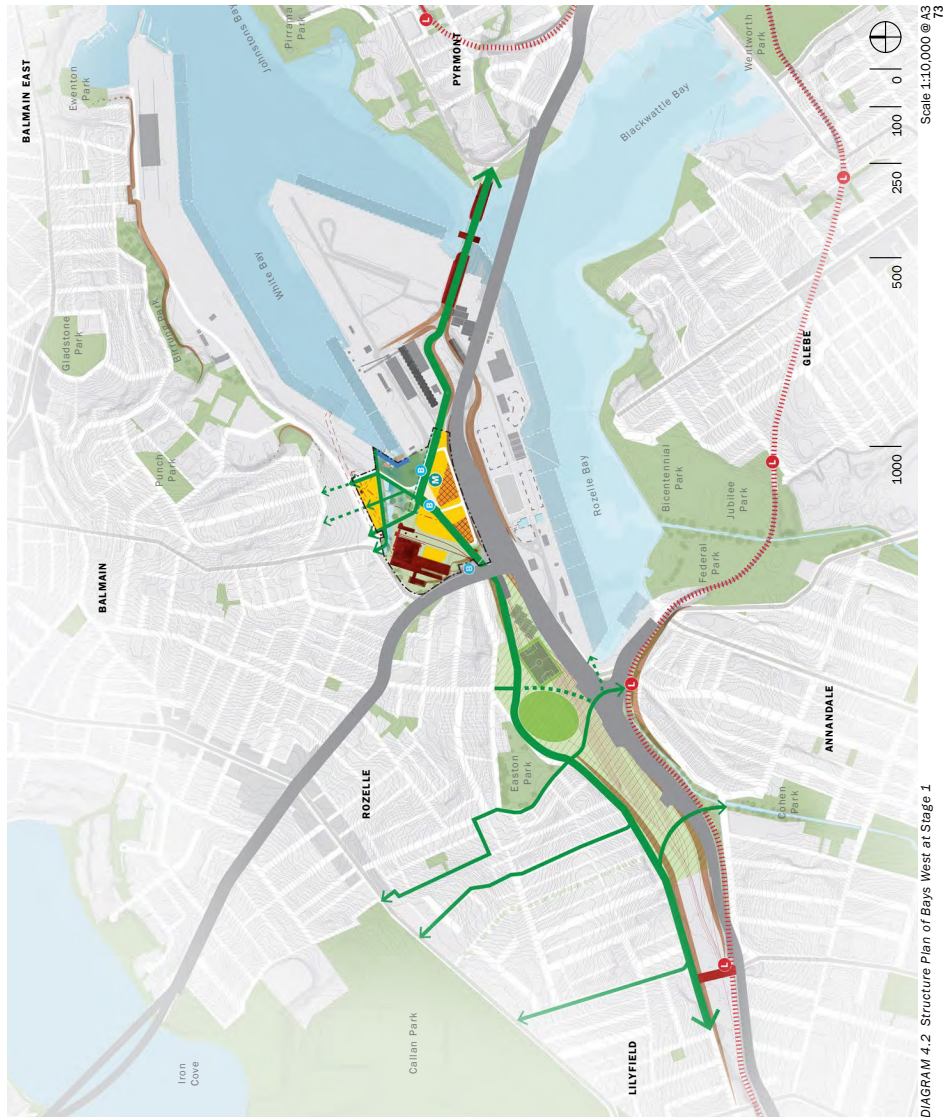
The main link into and out of the precinct runs east-west, to the south of the Silos. Whilst this link will bring additional viewers in close proximity to the Silos structure, the viewers will be at low level comparatively and have little interaction with the existing signage. The Silos themselves will retain their working functions as part of current port operations.

Glebe Island Bridge is proposed to be reopened to the public as an active transport link, providing direct and low-level connection for pedestrians and cyclists between Pyrmont and the Bays West precinct. An indicative route location has users passing the southern side of the Silos in the vicinity of the existing sandstone outcrop.

In addition to the ultimate development of the station precinct, the next 10 years will accommodate a variety of temporary changes around the Silos to enable the delivery of infrastructure across Sydney. Land to the west of the Silos has been identified for 'The Bays' Station temporary land take to facilitate construction activities. Port Authority of NSW land to the east and north-east of the Silos has been identified as an 'Indicative Western Harbour Tunnel temporary use zones.

It should also be noted that the current documents have been released in draft form only for consultation purposes and represent an aspirational end-state. These documents have not yet been approved or adopted by relevant Government Agencies and are still subject to modifications prior to their adoption.

Draft Bays West Initial Stage Structure Plan up to 2030.
 Mapping extracted from Bays West Strategic Framework Plan prepared by Terroir for DPIE.



Scale 1:10,000 @ A3
 73
 DIAGRAM 4.2 Structure Plan of Bays West at Stage 1
 MARCH 18, 2021

- LEGEND**
- Bays West Site Boundary
 - Light Rail Station
 - Light Rail Route
 - Future 'The Bays' Metro Station Box
 - Proposed Active Transport Connection
 - Potential Future Active Transport Connection
 - Proposed Bus Interchange
 - Key Heritage Landmarks
 - Proposed Key Public Domain
 - Key Landform
 - Foreshore Promenade
 - Proposed Zone of Development
 - Proposed Taller Building Cluster
 - Public Domain Integrated into projects
 - Ports & Working Harbour Zone
 - Vessel Berthing Zone
 - Existing Buildings
 - Future Development/Building
- BAYS WEST STRATEGIC PLACE FRAMEWORK
 MARCH 18, 2021

Structure plan (2040 and beyond)

Although beyond the timeline relevant to the current signage application and visual impact assessment, longer term context is outlined below.

The 2040 Structure Plan expands in scope to include the precinct around the Glebe Island Silos, Rozelle Bay and portions of the White Bay peninsula.

The 'Proposed taller building cluster' shown to the east of Glebe Island Silos has the potential to partially or fully obstruct views towards the Silos from the Pyrmont peninsula and the eastern tip of White Bay and the Balmain peninsula behind. This area has been proposed to accommodate the 'Highest point of built form permitted on Bays West site'. The views from Jackson's Landing in Pyrmont have been identified in the Bays West Urban Design report as significant view sheds, from which at least partial visibility of the Silos structures must be retained.

An additional taller building cluster proposed for the foreshore of Rozelle Bay to the south-west of the Silos has the potential to disrupt or partially block views from the Annandale area. Although identified in this report, these views are not identified as significant views towards the Glebe Island Silos as part of the draft Bays West strategy documents.

The structure plan identifies a potential Rozelle Bay Bridge, connecting north across Rozelle Bay from parkland near the end of Glebe Point Road towards Glebe Island, providing a direct link from Glebe Point to Glebe Island.

The future place character for the Glebe Island Silos precinct envisages an activated recreation precinct with links to the foreshore through surrounding developed areas and new built form. The active transport link across Glebe Island Bridge will connect through a new parkland located on and around the existing sandstone outcrop to the south of the Silos.

Draft Bays West Structure Plan 2040 and beyond.
 Mapping extracted from Bays West Strategic Framework Plan prepared by Terroir for DPIE.

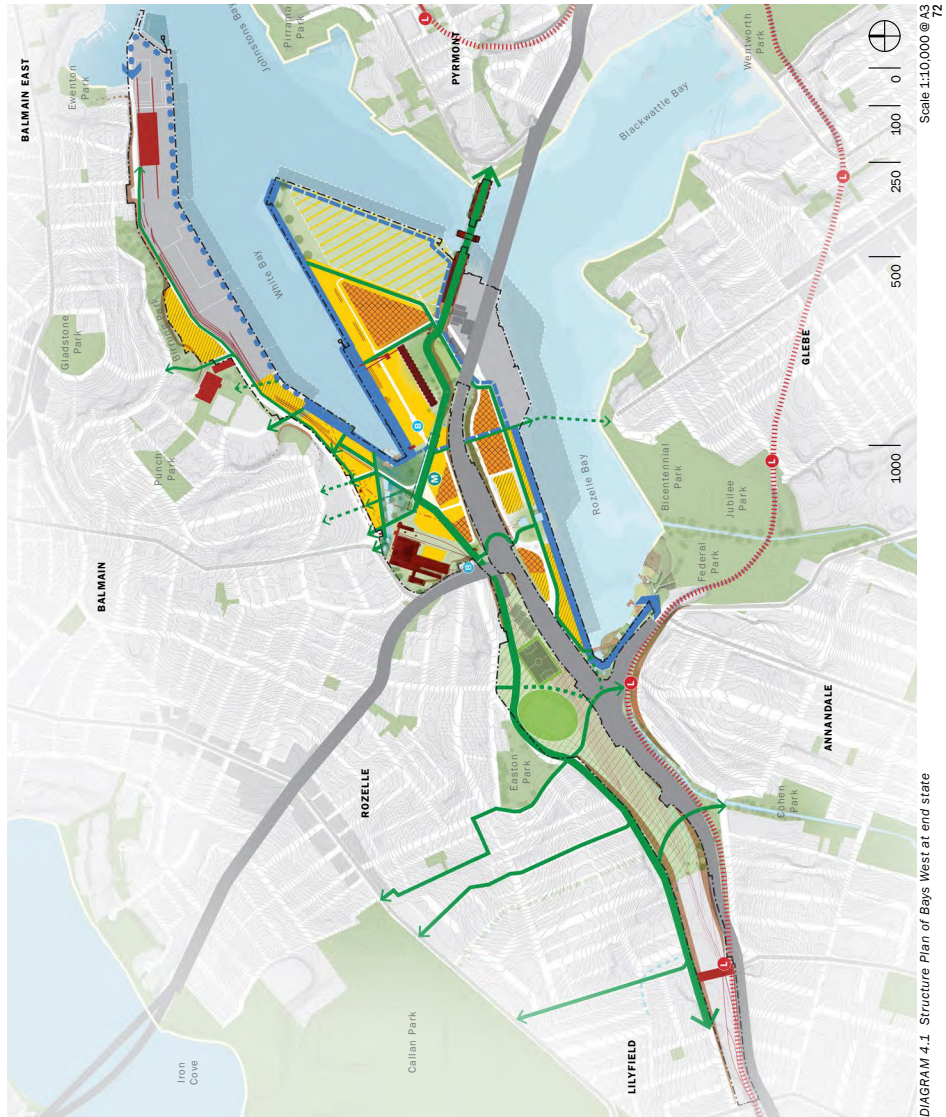


DIAGRAM 4.1 Structure Plan of Bays West at end state

- LEGEND**
- Bays West Site Boundary
 - Light Rail Station
 - Future - The Bays' Metro Station
 - Future - The Bays' Metro Station Box
 - Potential Future Active Transport Connection
 - Potential Future Active Transport Connection
 - Proposed Bus Stops/Interchange
 - Key Heritage Landmarks
 - Proposed Key Public Domain
 - Key Landform
 - Foreshore Promenade
 - Proposed Promenade Linking Connections
 - Occasional Foreshore Promenade Access (non-ship days)
 - Existing Foreshore Promenade
 - Proposed Zone of Development
 - Proposed Taller Building Cluster
 - Integrated Development / Ports & Working Harbour
 - Public Domain integrated into projects
 - Integrated Ports Facility with Elevated Public Domain
 - Ports & Working Harbour Zone
 - Vessel Berthing Zone

BAYS WEST STRATEGIC FRAMEWORK
 MARCH 19, 2021

Identified view sheds

A number of view sheds and key views are identified in the draft Bays West Urban Design Framework for the three key site features, White Bay Power Station, Glebe Island Silos and Anzac Bridge.

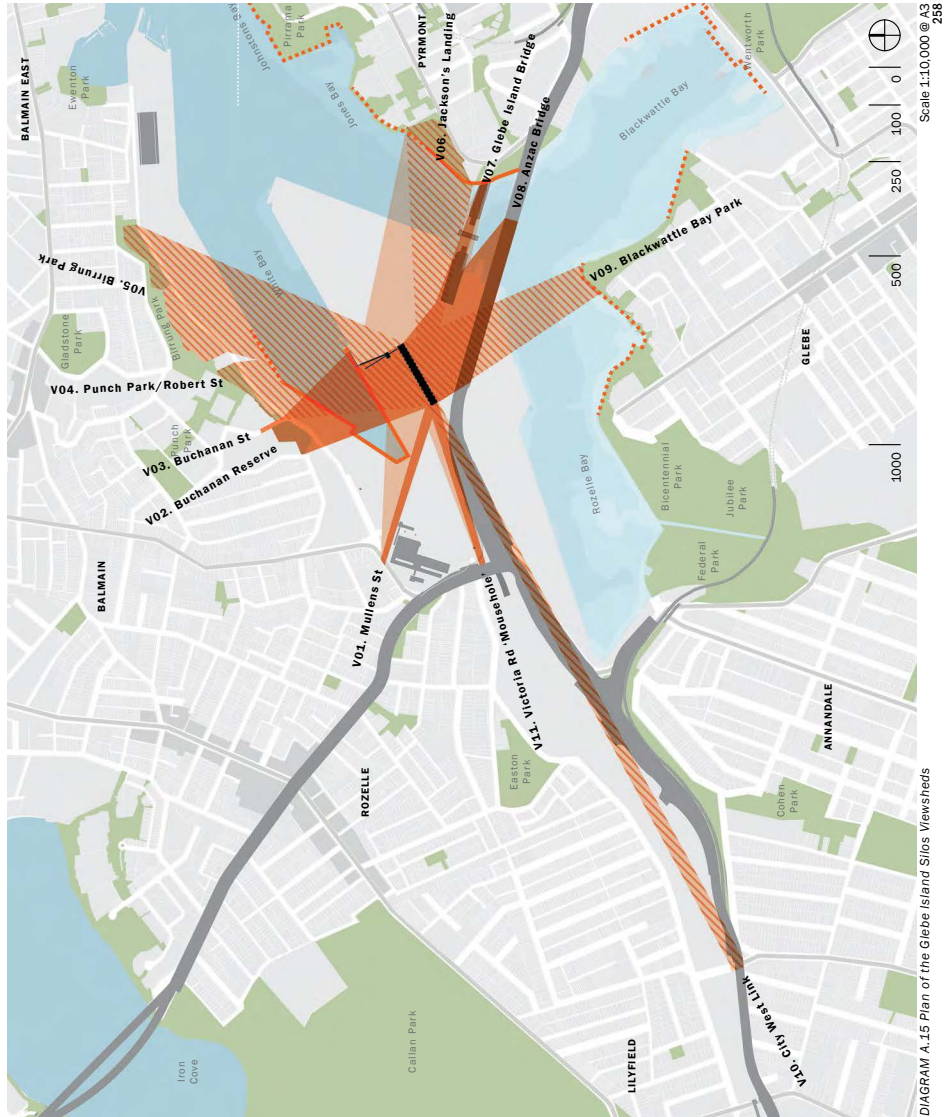
The identified view sheds for the Glebe Island Silos are shown on the map below and have been mapped by Terroir for DPIE to 'preserve the history and character of the place'. The views encompass key views to the Silos structure and do not discriminate between different facade views and or/different elements of the Silos structure.

The following table lists the identified views from the Bays West Urban Design Framework and their comparative view location in this report.

Bays West view	Bays West Description	Glebe Island Silos signage visibility	View number (this report)
V01	Mullens St	Partial visibility (angled view) to western sign	39
V02	Buchanan Reserve	Signage structure partially visible. Signage not visible	41
V03	Buchanan St	Signage structure partially visible. Signage not visible	40
V04	Punch Park / Robert St	Signage structure partially visible. Signage not visible	-
V05	Birrung Park	Signage structure partially visible. Signage not visible	42
V06	Jackson's Landing	Angled view to southern sign	3 & 6
V07	Glebe Island Bridge	View to southern sign	4
V08	Anzac Bridge	Filtered view to southern sign	30, 31, 32 & 33
V09	Blackwattle Bay Park	Partial view to southern sign	11 & 12
V10	City West Link	Long distance view to western sign	-
V11	Victoria Rd 'Mousehole'	Not accessible	N/A *

* Note: Victoria Road 'Mousehole' has been the subject of numerous changes due to traffic changes and infrastructure development related to West Connex works. This view is not currently accessible to the public. Detailed site planning for the Bays Metro precinct will determine whether or not this view is reinstated in the longer term.

Glebe Island Silos View sheds.
 Mapping extracted from draft Bays West Urban Design Framework prepared by Terroir for DPIE.



A detailed assessment of the Precinct's surrounding public sites has identified areas that currently provide a view of the Glebe Island Silos. This work has expanded on the Glebe Island Silos Heritage Assessment undertaken by Urbis and concurs that the most significant visual curtilage zone for the Silos predominantly being of the local scale and significantly from the parks and foreshore areas to the north of the Anzac Bridge alignment where the longer facades of the Silos can be seen. Additional view outside this zone have been identified include:

- V09-Blackwattle Bay Park allows a view of both the Silos and the Anzac Bridge
- V10-City West Link allows the Silos to still be seen on approach to the precinct from various points along the approach to Anzac Bridge
- V11-Victoria Rd 'Moushole' allows a view of the south-western end of the Silos to be seen upon entering the precinct and along the new precinct road

Impact across all viewsheds should be considered in the future development of sub-precinct masterplans. However, unlike the White Bay Power Station, the approach to these viewsheds is more flexible and guidelines have been outlined. A balanced approach is considered suitable, with retention of partial or framed views through new built form accepted from some aspects. These more flexible parameters have been outlined in further detail for each of the views identified.

There are also a number of opportunities to consider precinct views to the Silos, particularly from key public domain zones. These include many of the major green spaces and the proposed Foreshore Promenade.

LEGEND

- Bays West Site Boundary
- Significant Views for Retention
- Other Views Desirable for Retention
- Curtilage Associated with Viewshed
- Full Foreshore & Water View
- Partial Foreshore & Water View

BAYS WEST URBAN DESIGN FRAMEWORK
 MARCH 19, 2021

VISUAL CATCHMENT

Catchment mapping

The following visual catchment map shows in yellow the approximate extent to which the Glebe Island Silos signage is currently visible from the public domain. The public domain is defined as open space and park areas, footpaths and roadways generally accessible to the public. The catchment map does not capture elevated views from private property such as upper floors of buildings as this cannot be reliably assessed without incursion onto private property.

The catchment is primarily limited to Rozelle Bay and Blackwattle Bay and their foreshore areas, small residential pockets in Annandale, and Anzac Bridge and its approach roads.

The area on the catchment map shaded in blue shows the visual catchment area from which the full structure of the Glebe Island Silos is visible without signage. This area has been mapped in response to previous concerns raised from Inner West Council regarding the ability of the general public to appreciate the full composition of the Silos structure. This catchment demonstrates that the full structure is visible from the public domain in many locations throughout Rozelle and Balmain, in addition to a significant portion of the structure visible from the signage view shed shown in yellow.

Impacts of vegetation & built form

The visual catchment is limited significantly by existing built form and established vegetation with the screening effects often exacerbated by landform. It is for this reason that views from residential streets beyond the foreshore edge are generally blocked. The main exception to this is a group of streets near Rose St Annandale, whose axis align with the view to the Silos and allow filtered views through or between street trees.

Wentworth Park and the Glebe foreshore parks also have views limited by established rows of trees creating dense vegetative screens to park areas beyond the foreshore edge zone.

Visual catchment map.
Base imagery sourced from Nearmap.



Pg 15

GROUP SA

ASSESSMENT METHODOLOGY

Desktop study

A desktop study was carried out to identify the likely view sheds for the Glebe Island Silos signage and also the façades featuring no signage based on mapping, aerial photography, the draft Bays West Urban Design Framework and existing prior knowledge of the surrounding areas. These mapping exercises were used to identify locations of known or possible views to be investigated during the fieldwork phase.

Fieldwork & photography

Following the desktop study, the fieldwork component involved site inspections during which the existence and extent of views was explored in detail from surrounding areas. Site inspections were carried out on the following dates:

- Friday 4 June 2021 (day views)
- Monday 7 June 2021 (night views)

Assessment of visual impact

Unusually for a visual impact assessment, the proposed works are already existing on site and thus its continued presence could be deemed to have such a minimal effect so as to be non-existent. As such, an alternate methodology has been adopted which seeks to measure the expected level of visual impact that would result from the installation of this signage if no signage currently existing on the Silos facade.

For each view, visual sensitivity and visual magnitude have been rated as per the definitions on the opposite page. A visual impact rating has been determined by cross-referencing visual sensitivity with magnitude. Table 1 has been used to identify the visual impact rating of the views.

An explanation of each visual impact rating is explained below:

High: The visual impact on these viewers is significant and would typically require amelioration at the site planning stage.

Moderate: The visual impact on these viewers is at a localised scale and can be mitigated or already has some existing screening or an existing setback which minimises visual impact.

Low: The visual impact on these viewers is considered low and no or very little amelioration is required.

Negligible: The visual impact on these viewers is considered very low or non-existent and no amelioration is required.

Table 1: Visual impact rating table

	Magnitude						
		High	High - moderate	Moderate	Moderate - Low	Low	Negligible
Sensitivity	High	High	High	High - moderate	High - moderate	Moderate	Negligible
	High - moderate	High	High - moderate	High - moderate	Moderate	Moderate	Negligible
	Moderate	High - moderate	High - moderate	Moderate	Moderate	Moderate - Low	Negligible
	Moderate - Low	High - moderate	Moderate	Moderate	Moderate - Low	Moderate - Low	Negligible
	Low	Moderate	Moderate	Moderate - Low	Moderate - Low	Low	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

Sensitivity

Sensitivity can be described by the following definition:

The sensitivity of a landscape character zone or view and its capacity to absorb change. Combined with magnitude, sensitivity provides a measurement of impact.

Sensitivity is determined by assessing the context at the view location. The following examples are provided as a guide:

- Residential context - Low capacity to absorb change due to potential impacts on day-to-day lives of local residents. High sensitivity.
- Industrial context - High capacity to absorb change due to dynamic use patterns, limited hours of high use levels and regular change within character area. Typically self-contained built form with limited views in/out. Low sensitivity.
- Commercial context - High to moderate capacity to absorb change depending on land use and built form character. May include office blocks or low-rise business parks. Moderate to low sensitivity depending on type.
- Open space context - Highly varied capacity to absorb change depending on open space typology and character. An expansive open space dominated by views to further green areas will have a low capacity to absorb change. A linear pedestrian link in an urban context may have a high capacity to absorb change if it is in a dynamic location with competing demands on users. High to Low sensitivity depending on character.
- Transport corridor - High to moderate capacity to absorb change depending on surrounding character and context. As a dynamic environment typically experienced from a moving position, transport corridors can tolerate high levels of change and are typically expected to continually change and adapt. Low sensitivity.

Magnitude

Magnitude can be described by the following definition:

The scale, form and character of a development proposal. In the case of visual assessment also how far the proposal is from the viewer. Combined with sensitivity, magnitude provides a measurement of impact.

Magnitude is assessed by determining the overall significance of the proposal each view. It can be summarised simply as the level of change proposed.

The following factors are key measurements to be taken into consideration:

- Existing screening
- Apparent size (often determined by distance between the viewer and the proposal)
- Visual context - Presence (or absence) of any items which provide context and scale to the proposal.

VISUAL IMPACT ASSESSMENT

View locations

These viewpoints have been selected to consider a variety of viewpoints from surrounding areas and reflect the extent of the visual catchment identified. Each view location is identified on the plan opposite and a written description is provided below.

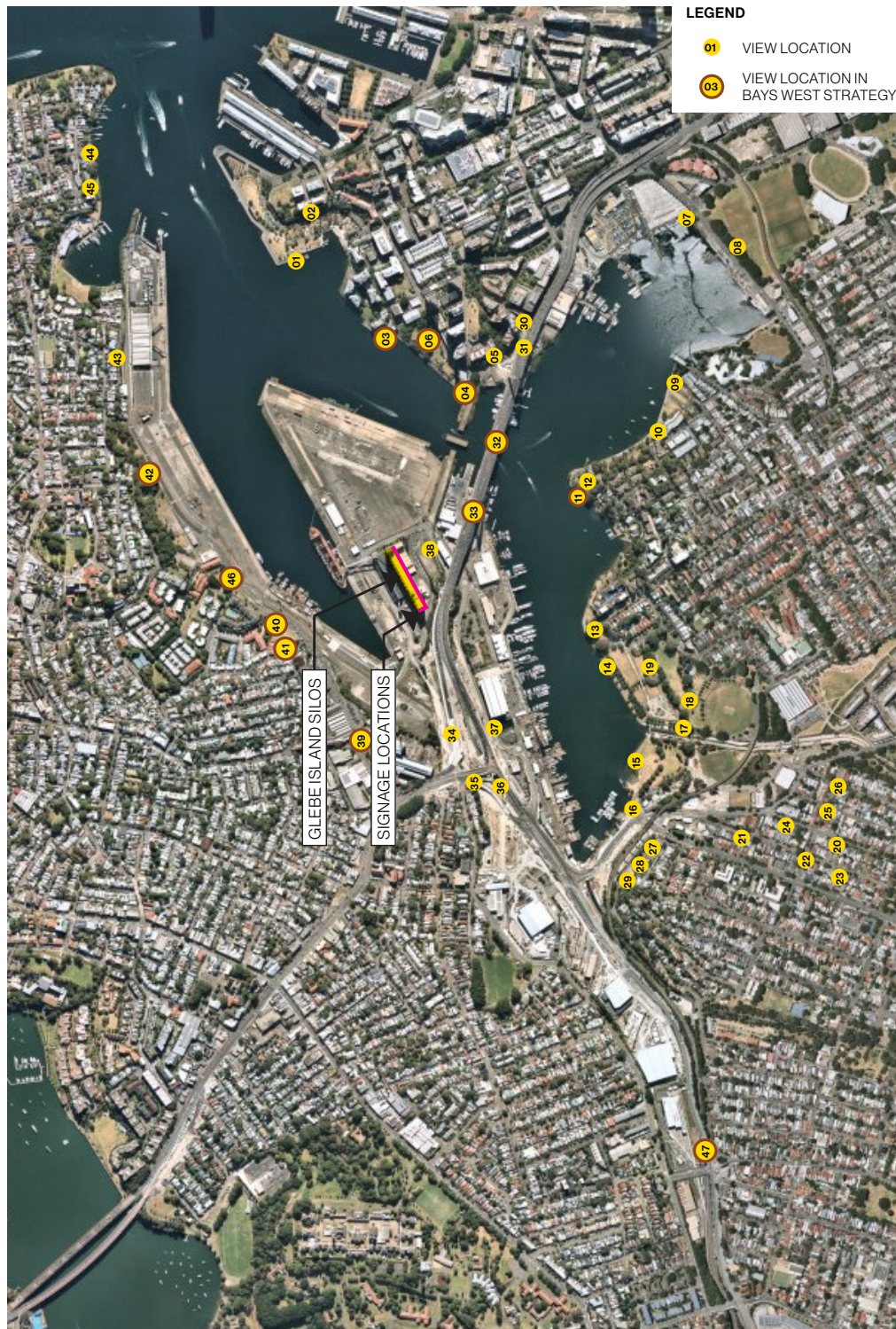
All photographs were taken with a Nikon D5100 DSLR camera with a focal length of 18mm.

An visual impact assessment of all critical view locations is included on the following pages. Several view locations were also photographed at night to assess impacts at night. These have been assessed in section 7.0.

View location descriptions

1. Pirrama Park foreshore, Pyrmont
2. Pirrama Rd, Pyrmont
3. Harbourside walkway at Cadi Wharf, near Refinery Drive, Pyrmont
4. Harbourside walkway adjacent to 2 Bowman Street Pyrmont and Glebe Island Bridge
5. Pedestrian walkway above Bank St Pyrmont (adjacent to 1 Distillery Drive building)
6. Waterfront Park, Pyrmont (off Bowman Street)
7. Sydney Fish Market access, near Bridge Road, Blackwattle Bay, Pyrmont
8. Wentworth Park, Blackwattle Bay, Glebe
9. Glebe foreshore walkway near The Boathouse on Blackwattle Bay and footpath continuation from Forsyth Street, Glebe
10. Glebe foreshore walkway near 23 Griffin Place and 33 Cook Street, Glebe
11. Glebe foreshore walkway near 55-57 Leichhardt Street, Glebe
12. Corner of balcony at Bellevue historic house at 55-57 Leichhardt Street, Glebe
13. Glebe foreshore walkway at end of Glebe Point Road, Glebe
14. Glebe foreshore walkway / Jubilee Park near Federal Road, Glebe
15. Bicentennial Park, Glebe near Federal Park picnic shelter and mangrove restoration area
16. Glebe foreshore walkway near Chapman Rd, Glebe
17. Jubilee Park, Glebe near Johnstons Creek crossing
18. Jubilee Park, Glebe near Hilda Booler Kindergarten
19. Jubilee Park, Glebe near feature circular garden bed and Northcote Road
20. Trafalgar Street outside 264 Trafalgar Street, Annandale
21. View Street outside 206 View Street, Annandale
22. Corner of View Street and Rose Street Annandale
23. View Street outside 134 View Street, Annandale
24. Trafalgar Street outside 282 Trafalgar Street, Annandale
25. Roadway at corner of Rose Street and William Street, Annandale
26. Roadway at corner of Rose Street and Nelson Street, Annandale
27. Bayview Crescent outside 9 Bayview Crescent, Annandale
28. Bayview Crescent outside 23 Bayview Crescent, Annandale
29. Walkway to side of 2-4 Pritchard Street, Annandale
30. Pedestrian & cycle ramp up to Anzac Bridge from Quarry Master Drive, Pyrmont
31. Anzac Bridge near eastern pedestrian/cycle ramp entry/exit
32. Anzac Bridge mid-point
33. Anzac Bridge near western pylon
34. Anzac Bridge Access Rd, Rozelle
35. Path at intersection of Victoria Road & Anzac Bridge, Rozelle
36. James Craig Rd, Rozelle
37. Shared path at Anzac Bridge and Victoria Rd, Rozelle
38. Sommerville Rd near entry to Ports Authority Land, Glebe Island
39. Robert Street outside 32 Robert Street, Rozelle
40. Robert Street at corner of Buchanan Street, Rozelle
41. Public Park at corner of Mansfield St and Batty St, Rozelle
42. Birrung Park, near Donnelly St, Balmain
43. Grafton Street at corner of Ewenton Street, Balmain
44. Tom Uren walkway at end of Johnston Street, Balmain
45. Pedestrian stairs at end of Union Street, Balmain
46. From Punch Park at Robert Street, Balmain
47. From corner of City West Link and Catherine St, Lilyfield

View locations map.
Base imagery sourced from Nearmap.



VIEWS 1 - 6 PYRMONT

Direction and distances

The views to Glebe Island Silos from these view locations are in a west and south-westerly aspect over the harbour at Jones Bay.

The viewing distances range between 450m at view 4 to 920m at view 2.

Views 3 and 6 are from Jackson's Landing, mapped in the Bays West Urban Design Framework as an identified view shed (V06).

View 4 is from adjacent to Glebe Island Bridge, mapped in the Bays West Urban Design Framework as an identified view shed (V07). The view from the bridge itself was not able to be assessed due to it being closed to the public.

View descriptions

These viewpoints include both low level viewing locations in close proximity to the harbour as well as elevated views from public streets and parks. The dominant facade of the Silos is the east-facing facade which features no advertising. The top section of the Silos stands out for its light colour compared to lower sections of the building. From a distance, this white portion of the Silos facade is more visually prominent than the signage to the southern facade.

At low level, views 1, 3 and 4 are dominated by the harbour, with the Silos appearing as a tall built structure on the opposite shore. The Silos are dwarfed in scale by the Anzac Bridge where visible, but as a much bulkier item, the Silos still feature strongly in the views.

Views 2 and 5 are elevated and partially screened by tall fencing along the edge of significant drops to roadways or pathways below. The Silos are generally not dominant in these views due to long viewing distances, partial screening from trees and/or significant built form providing comparative scale.

View 6 is framed by the planting and built features of Waterfront Park and the Silos combine with the Anzac Bridge and Glebe Island docks to form significant built form backdrop to the working harbour.

Visual sensitivity

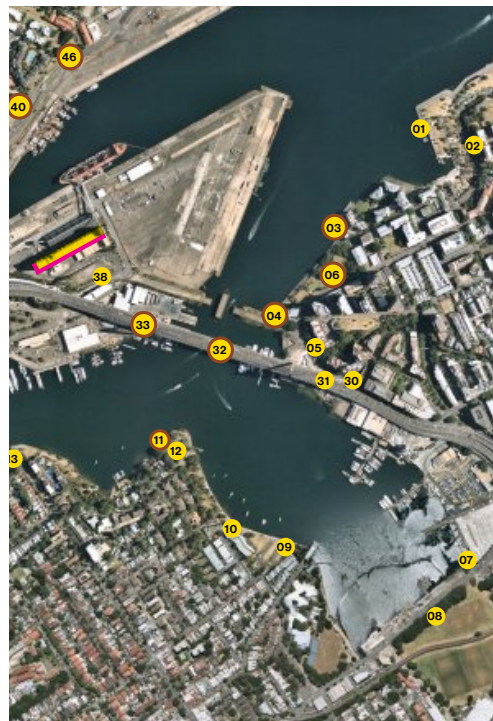
Moderate - Well-used open space edge to harbour with high density residential behind. Overall working waterfront context.

Visual magnitude

Moderate to Low - Significant distances and oblique viewing angles, with the eastern facade of the Silos as the dominant view. This facade is free of signage.

Visual impact rating

Moderate



View 1: From Pirrama Park, Pyrmont. Photography by GroupGSA



View 2: From Pirrama Road, Pyrmont. Photography by GroupGSA



View 3: From Harbourside walkway at Cadi Wharf, near Refinery Drive, Pyrmont. Photography by GroupGSA



View 4: From Harbourside walkway adjacent to 2 Bowman Street, Pyrmont. Photography by GroupGSA



View 5: Pedestrian walkway above Bank St, Pyrmont (adjacent to 1 Distillery Drive building). Photography by GroupGSA



View 6: From Waterfront Park, Pyrmont. Photography by GroupGSA



VIEWS 7 - 8 BLACKWATTLE BAY

Direction and distances

The views to Glebe Island Silos from these locations are in a north-westerly direction over Blackwattle Bay.

The viewing distance is approximately 1.2km from both locations.

View descriptions

These viewpoints both include significant visual distractions in the foreground, with view 7 dominated by the fish market outdoor area, a fleet of fishing vessels and then the Anzac Bridge behind. The Bridge carriageway almost fully screens the signage at the top of the Silos from view.

View 8 is dominated by construction hoarding running alongside Bridge Road. During 2020, a concrete batching plant, marina and heritage built form items were removed from the site and the site area pulled back from Blackwattle Bay. These works have been carried out to facilitate the construction of a new Sydney Fish Market facility in the coming years.

The hoarding forming the boundary to Bridge Road blocks views northwards for people travelling along the roadway. With a more static and slightly elevated location, users on the edge of Wentworth Park currently have open views towards Anzac Bridge and the Silos. Further into the park, the large, established Fig tree avenue blocks all views towards the Silos.

It is anticipated that the future Fish Market development will block views from Wentworth Park although it is likely to provide for new, north-facing views from its harbourside edge.

Visual sensitivity

Moderate - High volume of viewers drawn by Sydney Fish Markets. Overall working waterfront context.

Visual magnitude

Negligible - Although the Silos are visible, the signage is almost fully screened from both locations and viewers are at a significant distance from the Silos.

Visual impact rating

Negligible



View 7: From Sydney Fish Market access, near Bridge Road, Blackwattle Bay, Pyrmont. Photography by GroupGSA



View 8: From Wentworth Park, Blackwattle Bay, Glebe. Photography by GroupGSA



VIEWS 9 - 11 GLEBE

Direction and distances

The views to Glebe Island Silos from these locations are in a north-westerly direction from the western shore of Blackwattle Bay and at Blackwattle Bay Park.

The viewing distances range between 870m at view 9 to 505m at view 11.

View 11 is from Blackwattle Bay Park, mapped in the Bays West Urban Design Framework as an identified view shed (V09).

View descriptions

These viewpoints are all low level viewing locations taken from The Glebe foreshore walkway. The dominant facade of the Silos visible is the south-facing facade which features one long sign structure along the top of the facade. The view to the signage structure is only partial at all view locations, partially blocked by either the Anzac Bridge or existing vegetation.

The signage forms a very minimal part of the overall outlook from view 9 and 10 due to the expansive nature of Blackwattle Bay and the dominant structure of the Anzac Bridge drawing the eye.

View 11 is one of the closer viewpoints to the Silos but the signage is approximately 50% screened from this angle due to the Anzac Bridge structure. The view is also expansive from this location, extending west into Rozelle Bay and north-east into Jones Bay. Significant industrial-scale built form to the front of the Bridge further reduces the visual impact of the signage by providing significant bulk and visual distraction to the viewer.

Visual sensitivity

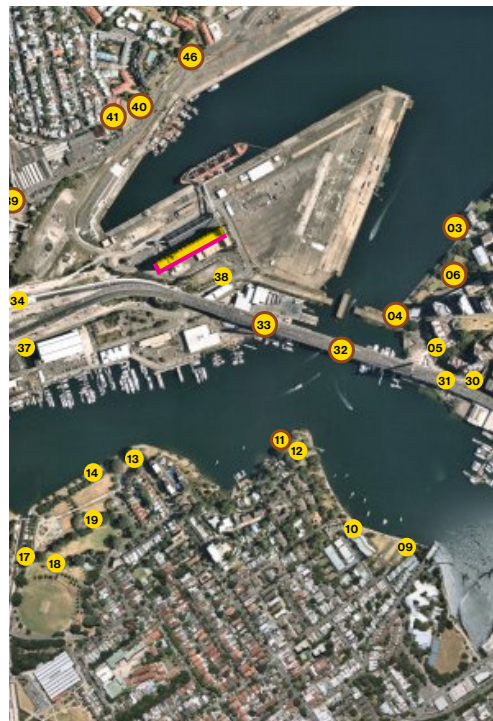
Moderate - Well-used open space edge to harbour with low to medium density residential behind. Overall working waterfront context.

Visual magnitude

Moderate to Low - The signage is significantly screened from the viewer in these views by either established vegetation or the roadway of the Anzac Bridge. The viewer is also at a significant distance.

Visual impact rating

Moderate



View 9: From Glebe foreshore walkway near The Boathouse on Blackwattle Bay & Forsyth Street, Glebe. Photography by GroupGSA



View 10: From Glebe foreshore walkway near 23 Griffin Place & 33 Cook Street, Glebe. Photography by GroupGSA



View 11: From Glebe foreshore walkway near 55-57 Leichhardt Street, Glebe



VIEW 12 GLEBE

Direction and distance

The views to Glebe Island Silos from this location is in a north-westerly direction from the historic house Bellevue at 55-57 Leichhardt Street, Glebe.

The viewing distance is approximately 530m.

View description

This viewpoint is taken from the NE corner of the Bellevue balcony, the corner of the building with the most open views to the Glebe Island Silos. The view is significantly screened by dense, established vegetation and the Anzac Bridge structure and industrial area below dominates the open section of the view. Only a small portion of the signage to the Silos is visible in a gap between tree canopy and the Anzac Bridge structure behind.

Visual sensitivity

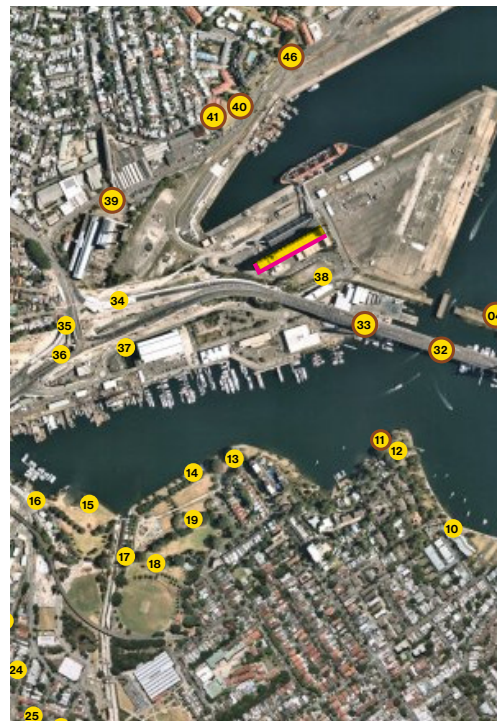
High - Historic property with publicly accessible grounds.

Visual magnitude

Negligible - The signage is almost fully screened from the viewer by established vegetation and the roadway of the Anzac Bridge.

Visual impact rating

Negligible



View 12: From corner of balcony at Bellevue historic house, 55-57 Leichhardt Street, Glebe. Photography by GroupGSA



VIEW 13 GLEBE

Direction and distance

The views to Glebe Island Silos from this location is in a northerly direction from the Glebe foreshore at the end of Glebe Point Rd.

The viewing distance is approximately 450m.

View description

Taken from the parkland at the end of Glebe Point Road, view 13 provides a comparatively close view of the Glebe Island Silos and the existing signage on the southern facade. The view is expansive to the east, providing a view over the mouth of Rozelle Bay and Blackwattle Bay under Anzac Bridge towards Pyrmont. In the direction of the Silos, the mid-ground is dominated by large boat marinas and mid-rise buildings with a dense green buffer to the Anzac Bridge approach concealed behind.

In this view, the dominant feature of the Silos structure is the painted Silos themselves. The graphic murals to the Silos create a strong visual pattern, with the signage providing a capped lid to the distinct form.

Visual sensitivity

Moderate - Well-used open space park and edge to harbour with mix of low, medium and high density residential behind. Overall working waterfront context.

Visual magnitude

Moderate - The signage is still at a distance from the viewer and sits behind a busy foreshore, with significant activity along the northern edge of Rozelle Bay providing visual distraction. The signage views are partially screened from the main walkways by foreshore tree planting..

Visual impact rating

Moderate



View 13: From Glebe foreshore at end of Glebe Point Road, Glebe. Photography by GroupGSA



VIEWS 14 - 16 GLEBE

Direction and distances

The views to Glebe Island Silos from these locations are in a north and north-easterly direction from the Glebe foreshore, Jubilee park and Bicentennial Park.

The viewing distances vary between 450m at view 14 and 770m at view 16.

View descriptions

From view 14, the view is expansive to the east, providing a view over the mouth of Rozelle Bay and Blackwattle Bay under Anzac Bridge towards Pyrmont. In the direction of the Silos, the mid-ground is dominated by large boat marinas and mid-rise buildings with a dense green buffer to the Anzac Bridge approach concealed behind.

Being further away, views 15 and 16 show more context and the industrial foreshore on the northern side of Rozelle Bay provides significant scale and built form to reduce the visual dominance of the Silos. The existing signage is not visually dominant in these views.

Visual sensitivity

Moderate - Well-used open space parks and edge to harbour with mix of low, medium and high density residential behind. Overall working waterfront context.

Visual magnitude

Moderate - The signage is at a significant distance from the viewer and sits behind a busy foreshore, with significant activity along the northern edge of Rozelle Bay providing visual distraction. The signage views are partially screened from the main walkways by foreshore tree planting.

Visual impact rating

Moderate



View 14: From Glebe foreshore walkway / Jubilee Park near Federal Road, Glebe. Photography by GroupGSA



View 15: From Bicentennial Park, Glebe near Federal Park picnic shelter and mangrove restoration area, Glebe. Photography by GroupGSA



View 16: From Glebe foreshore walkway near Chapman Rd, Glebe. Photography by GroupGSA



VIEWS 17 - 19 GLEBE

Direction and distances

The views to the Glebe Island Silos are in a northerly direction from Jubilee Park and over Rozelle Bay.

The view distances range from 620m at view 19 to 750m at view 17.

View descriptions

These views are taken from open space within Jubilee Park. Within the informal open space closest to Rozelle Bay (view 17), the Glebe Island Silos and signage is visible over the top of the current construction fencing and foreshore Fig tree avenue. The Anzac Bridge structure dwarfs the Silos in size and scale, drawing the eye with its distinctive height and form.

Where foreshore trees have been established for longer periods of time and attained a greater size (such as in view 19), the trees provide a dense screen and block the view to the Silos.

Within the second area of informal open space (as per view 18), a second row of avenue trees combines with the foreshore trees to almost fully hide the Silos, with only glimpses visible through gaps in foliage.

Visual sensitivity

Moderate - High - Well-used park setting with established trees framing open space areas and path axis.

Visual magnitude

Moderate - Low - The signage is at a significant distance from the viewer and large, established trees provide significant screening from most viewpoints within the park.

Visual impact rating

Moderate



View 17: From Jubilee Park, Glebe near Johnstons Creek crossing, Glebe. Photography by GroupGSA



View 18: From Jubilee Park, Glebe near Johnstons Creek crossing, Glebe. Photography by GroupGSA



View 19: From Jubilee Park, Glebe near Johnstons Creek crossing, Glebe. Photography by GroupGSA



VIEWS 20 - 26 ANNANDALE

Direction and distances

The views to the Glebe Island Silos are in a north-easterly direction over Federal Park, Bicentennial Park, Jubilee Park and Rozelle Bay.

The view distances range from 1.04km at view 21 to 1.2km at views 22, 25 & 26, and 1.3km at view 23.

View descriptions

The views are all taken from the public domain within a medium density residential area. The area where views are possible is restricted to a few streets in a particular elevated position where the streets generally align with the view direction to the Silos.

The signage on the Glebe Island Silos is generally partially screened or obstructed by built form, established trees or infrastructure such as poles and wires. The foreground and mid-ground of each view is richly varied, with diverse streetscapes providing visual diversion from long views. Where visible, the Anzac Bridge provides a visual draw-point with its distinctive height and form.

The viewing distance to the Silos results in signage which is of low significance in the overall view.

Visual sensitivity

Moderate - Low - Medium density residential context with primarily filtered views.

Visual magnitude

Low - Views are primarily of the general skyline, partially blocked or are very filtered, with many foreground and mid-ground distractions. Viewers are also at a significant distance from the Silos.

Visual impact rating

Moderate - Low



View 20: From Trafalgar Street outside 264 Trafalgar Street, Annandale. Photography by GroupGSA



View 21: From View Street outside 206 View Street, Annandale. Photography by GroupGSA



View 22: From Corner of View Street and Rose Street Annandale. Photography by GroupGSA



View 23: From View Street outside 134 View Street, Annandale. Photography by GroupGSA



View 24: From Trafalgar Street outside 282 Trafalgar Street, Annandale. Photography by GroupGSA



View 25: From Roadway at corner of Rose Street and William Street, Annandale. Photography by GroupGSA



View 26: From Roadway at corner of Rose Street and Nelson Street, Annandale



VIEWS 27 - 29 ANNANDALE

Direction and distances

The views are taken in a north-westerly direction over adjacent medium density residential, the light rail corridor and Rozelle Bay. The bay is screened from view at street level.

Viewing distances are between 880m and 890m.

Visual impact rating

Moderate - Low

View descriptions

Views 27 and 28 are taken from street level in Bayview Crescent, overlooking a green-roofed residential development adjacent. View 29 is taken from a pedestrian access path running between Buruwan Lane and Pritchard Street which is elevated above Bayview Crescent.

East of Buruwan Lane, there are only intermittent views to the Glebe Island Silos signage from Bayview Cres. These views are screened alternately by green roof plantings, street trees in the foreground and street trees along The Crescent beyond.

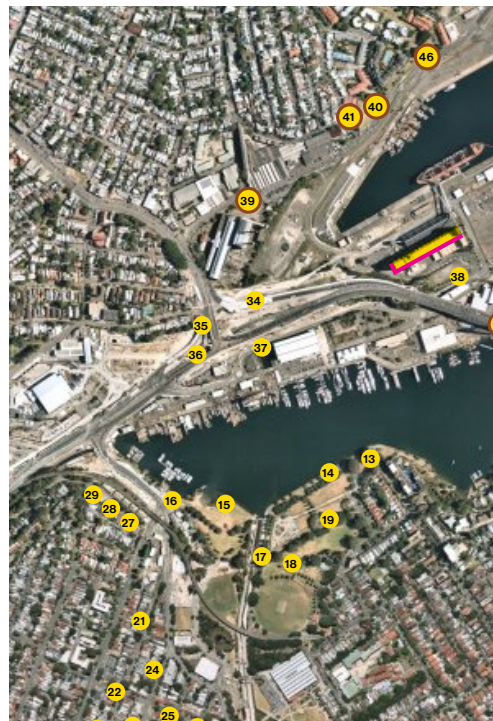
From the pedestrian pathway, a clearer view is obtained towards the Silos signage due to a break in tree cover adjacent to Rozelle Bay. This view is expansive, offering views to the city skyline, Anzac Bridge, Harbour Bridge and White Bay Power Station. The Silos structure is dwarfed in scale by the boat storage building in the mid-ground. In this context, the significance of the Glebe Island Silos signage is minimal.

Visual sensitivity

Moderate - Low - Medium density residential context with district views filtered by established trees in fore and mid-ground.

Visual magnitude

Moderate - Low - Views are primarily of the general skyline, and are very filtered to Glebe Island Silos, with many foreground and mid-ground distractions. Viewers are at a significant distance from the Silos and the views to the signage are intermittent as you move along the street.



View 27: From Bayview Crescent outside 9 Bayview Crescent, Annandale. Photography by GroupGSA



View 28: From Bayview Crescent outside 23 Bayview Crescent, Annandale. Photography by GroupGSA



View 29: From Walkway to side of 2-4 Pritchard Street, Annandale. Photography by GroupGSA



VIEW 30 ANZAC BRIDGE

Direction and distances

The views to the Glebe Island Silos from this location is in a north-westerly direction over Blackwattle Bay and Glebe Island.

The viewing distance is approximately 700m.

View descriptions

This viewpoint is taken from the eastern access ramp to the Anzac Bridge shared pathway.

The dominant facade of the Silos from this views is the south-facing facade which features one long signage structure along the top of the facade. A clear sight line to the Silos and the signage is provided in a view framed by the Anzac Bridge structure and an adjacent residential building. As a long distance view, the scale and significance of the signage in this view is low.

Visual sensitivity

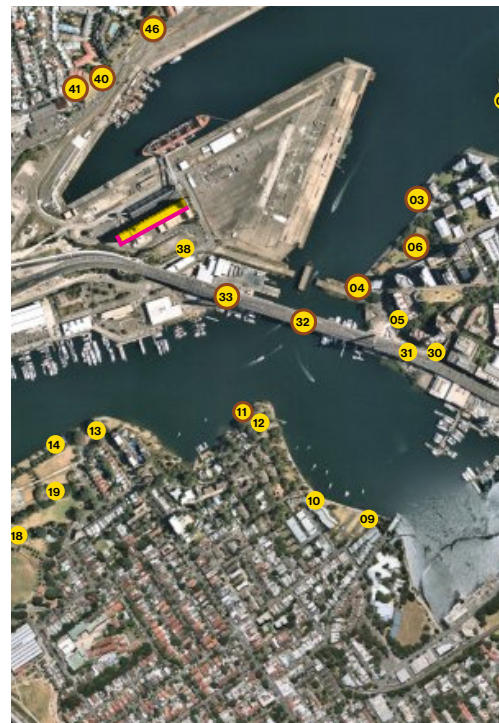
Low - Transport corridor with a high volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

Moderate - For viewers travelling by bike or on foot, the signage is not highly visible due to the mesh screen to the northern side of the Bridge. Viewers travelling by vehicle have a clearer view but are generally focussed on the roadway ahead rather than views to the side of the Bridge.

Visual impact rating

Moderate - Low



View 30: From Anzac Bridge near eastern pedestrian/cycle ramp entry/exit. Photography by GroupGSA



VIEW 31-33 ANZAC BRIDGE

Direction and distances

The views to the Glebe Island Silos from these locations is in a north-westerly direction over Blackwattle Bay and Glebe Island.

The viewing distances vary from 670m at view 31 to 240m at view 33.

Views 32 and 33 are taken from the Anzac Bridge, mapped in the Bays West Urban Design Framework as an identified view shed (V08).

View descriptions

These viewpoints are all taken from the Anzac Bridge shared pathway. For safety reasons, photographs were not taken from the roadway sections of the Bridge but it is assumed that the images taken are also representative of those visible from the road carriageway.

The dominant facade of the Silos from these views is the south-facing facade which features one long signage structure along the top of the facade. The signage is located above the level of the Anzac Bridge, behind a high mesh safety screen along the edge of the Bridge structure. From a pedestrian perspective, the mesh screen provides significant screening and reduces the visual impact of the signage. As the screening effect of the mesh dissipates at speed, viewers travelling by vehicle have a clearer view of the signage but are focussed on the roadway rather than the signage.

Visual sensitivity

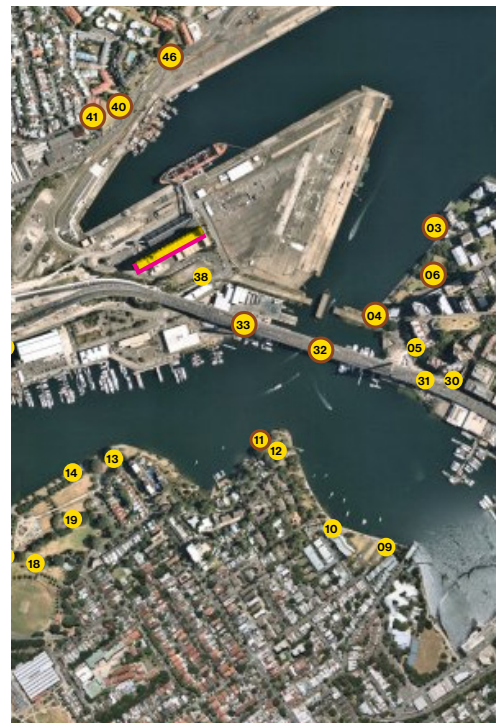
Low - Transport corridor with a high volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

Moderate - For viewers travelling by bike or on foot, the signage is not highly visible due to the mesh screen to the northern side of the Bridge. Viewers travelling by vehicle have a clearer view but are generally focussed on the roadway ahead rather than views to the side of the Bridge.

Visual impact rating

Moderate - Low



View 31: From Anzac Bridge near eastern pedestrian/cycle ramp entry/exit. Photography by GroupGSA



View 32: From Anzac Bridge midpoint. Photography by GroupGSA



View 33: From Anzac Bridge near western pylon. Photography by GroupGSA



VIEWS 34 - 36 ROZELLE

Direction and distances

The views to the Glebe Island Silos from these locations is in a north-easterly direction from the western vehicular approach to the Anzac Bridge.

The viewing distances vary from 360m at view 34 to 500m at view 36.

View descriptions

View 34 is taken from the shared path alongside the vehicular approach to the Anzac Bridge from Victoria Road. The view is open, with clear sight lines to the Silos structure. The signage forms only a small part of the Silos view, with a significant portion of the north-facing facade and associated port infrastructure visible.

View 35 is taken from a shared path adjacent to the intersection of Victoria Road and Anzac Bridge. Views to the Silos are partially obstructed by temporary road works and construction activities associated with the recent West Connex road changes. The signage covers only a small portion of the visible Silos structure.

View 36 is taken from a shared near the intersection of Victoria Road and Anzac Bridge, adjacent to the west-bound carriageway. The view towards the Silos is clear and unobstructed only by traffic signals (depending on exact view point) or passing large vehicles from this location. The signage takes up around a quarter of the visible Silos structure.

For safety reasons, photographs were not taken from the roadway sections of the Bridge but it is assumed that the images taken are also representative of those visible from the road carriageway.

Visual sensitivity

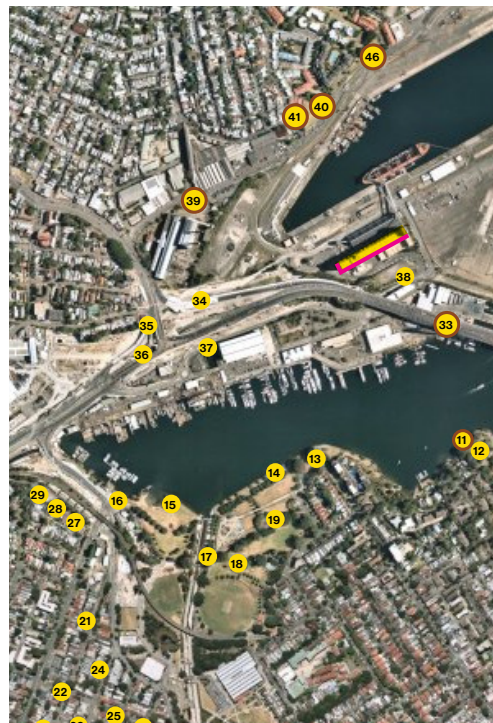
Low - Transport corridor with a high volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

High - The signage is highly visible from the roadway, and viewers travelling by vehicle are generally focussed on the roadway which incorporates the Silos structure and signage as a portion of this view. For viewers travelling eastwards by bike or on foot, the signage is highly visible but forms a small part of the overall expansive view.

Visual impact rating

Moderate



View 34: From Western approach to Anzac Bridge, Rozelle. Photography by GroupGSA



View 35: From foot bridge over western Anzac Bridge approach (near Lilyfield Rd), Rozelle. Photography by GroupGSA



Pg 53

GROUPGSA

View 36: From foot bridge over western Anzac Bridge approach (near Victoria Rd). Photography by GroupGSA



VIEW 37 ROZELLE

Direction and distances

The view to the Glebe Island Silos from this location is in a north-westerly direction from James Craig Road.

The viewing distance is approximately 380m.

View descriptions

The view is from the pedestrian footpath alongside James Craig Road which provides access to the Port Authority lands at Glebe Island. The view is dominated by construction activity in the sloped land between the roadway and Anzac Bridge. Little is provided in the way of screening in this area. To the opposite side of the road, maritime buildings and tree planting provide scale and context to the view.

The signage covers approximately one quarter of the visible Silos facade.

Visual sensitivity

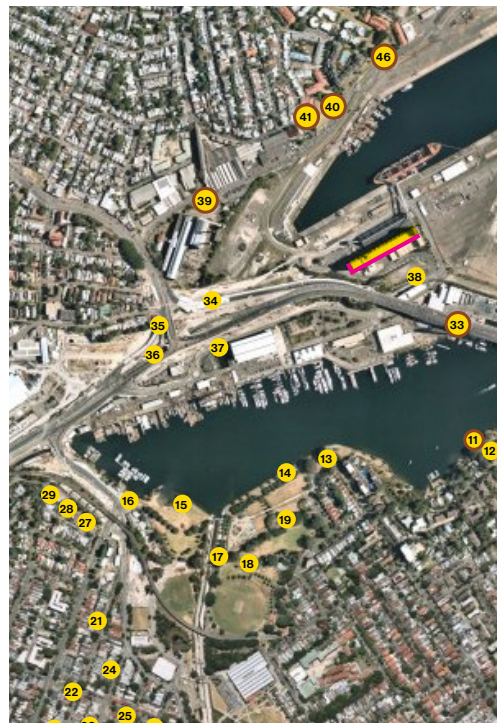
Low - Transport corridor with a low volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

Low - The signage is partially screened from view and is a significant distance from the viewer.

Visual impact rating

Low



View 37: From James Craig Rd, Rozelle. Photography by GroupGSA



VIEW 38

GLEBE ISLAND

Direction and distances

The view to the signage is in a northerly direction over Ports Authority lands which are used for parking and industrial uses.

The viewing distance is approximately 95m.

View descriptions

This viewpoint is low-level, taken from Sommerville Rd at the access point to the Ports Authority land. This location can be accessed by road from James Craig Rd or via a pedestrian and cycle path from the Anzac Bridge.

The foreground is dominated by parked vehicles and items which are reflective of the industrial land uses around the base of the Silos. The signage occupies approximately one fifth of the visible facade of the Silos and is elevated at high level above the ground.

Visual sensitivity

Low - Commercial and industrial context with viewers primarily focussed on water views in opposite directions from the Silos.

Visual magnitude

High - Moderate - Although close in proximity, the signage is elevated significantly above the ground level and thus beyond the view lines of most users in this area.

Visual impact rating

Moderate



View 38: From Sommerville Rd near entry to Ports Authority Land, Glebe Island. Photography by GroupGSA



VIEW 39 ROZELLE

Direction and distances

The view to the Glebe Island Silos from this location is in a south-easterly direction over White Bay and Glebe Island industrial lands.

The viewing distance is approximately 340m.

View 39 is mapped in the Bays West Urban Design Framework as an identified view shed (V01).

View descriptions

Robert Street is a commercial and industrial street with its northern side occupied by warehouse buildings and southern side bordering the Ports Authority lands around White Bay. This land is partially occupied by a cruise terminal for large boats.

The view in this location is primarily to the northern facade of the Silos which features no signage. Around half of the Silos structure is screened from view by solid fencing and screen planting behind parking and access.

The west-facing signage is partially visible but the viewing angle gives low legibility to the signage.

Visual sensitivity

Low - Industrial and commercial context with the top of Glebe Island Silos visible over significant screen planting to the boundary of the White Bay Port Authority lands.

Visual magnitude

Low - Views are primarily to the northern facade of the Silos, with only an oblique view to the west-facing signage on the Silos.

Visual impact rating

Low



View 39: From Robert St outside 32 Robert Street, Rozelle. Photography by GroupGSA



VIEW 40 ROZELLE

Direction and distances

The view to the Glebe Island Silos from this location is in a south-easterly direction over White Bay and Glebe Island industrial lands.

The viewing distance is approximately 340m.

View 40 is mapped in the Bays West Urban Design Framework as an identified view shed (V03).

View descriptions

Robert Street is a commercial and industrial street with its northern side occupied by warehouse buildings and southern side bordering the Port Authority lands around White Bay. The entry to the Port Authority NSW site is located in close proximity to this viewpoint.

Buchanan Street is populated with commercial and residential buildings, with residential buildings set back from the interface with Robert St.

The view from this location is primarily to the northern facade of the Silos which features no signage. The foreground is dominated by industrial structures associated with the Silos operations and other maritime activities within White Bay.

The structure supporting the signage on the western facade is visible and is clearly evident as an addition to the original Silos structure. The sign itself is not visible from this view.

Visual sensitivity

Moderate - Low - Immediate industrial and commercial context with clear view to Glebe Island Silos over White Bay

Visual magnitude

Negligible - The signage is not visible from this view.

Visual impact rating

Negligible





VIEW 41 ROZELLE

Direction and distances

The views to the Glebe Island Silos from this location is in a southerly direction over Robert St, White Bay and Glebe Island.

The viewing distance is approximately 350m.

View 41 is mapped in the Bays West Urban Design Framework as an identified view shed (V02).

View descriptions

As an elevated viewpoint, the view is dominated by the industrial structures around White Bay and on Glebe Island, many of which are associated with the Silos themselves. The view is to the northern facade which is approximately 50% obscured by a lower level structure clad in dark grey metal cladding.

The top half of the structure, including the 'lid' is highly visible and provides a clear view to the structure of those elements concealed by signage on the southern and western façades.

The structures supporting the signage on the southern and western façades are visible and is clearly evident as an addition to the original Silos structure. The signs themselves are not visible from this view.

Visual sensitivity

Moderate - Elevated public open space with little visual relief in foreground. Working waterfront context.

Visual magnitude

Low - Only views to the signage are from the rear, where the structure is partially visible over the top and to the western side of the Silos.

Visual impact rating

Moderate - Low



GROUP GSA

View 41: From adjacent to the public park at the corner of Mansfield St and Batty St, Rozelle. Photography by GroupGSA



VIEW 42 BALMAIN

Direction and distances

The view to Glebe Island Silos is in a south-westerly direction over White Bay.

The viewing distance is approximately 670m.

View descriptions

This view is dominated by the industrial land use of White Bay and Glebe Island, with large structures servicing the Silos visible to the front of the Silos. The view is periodically blocked or partially obscured by ships docked at White Bay, including the passenger terminal.

The top half of the structure, including the 'lid' is highly visible and provides a clear view to the structure of those elements obscured by signage on the southern and western façades. The east-facing facade of the Silos is considerably taller than the north-facing facade and forms the most visually dominant feature of the structure from this view.

The structures supporting the signage on the southern and western façades are partially visible on the western facade and are evident as additions to the original Silos structure. The signs themselves are not visible from this view.

Visual sensitivity

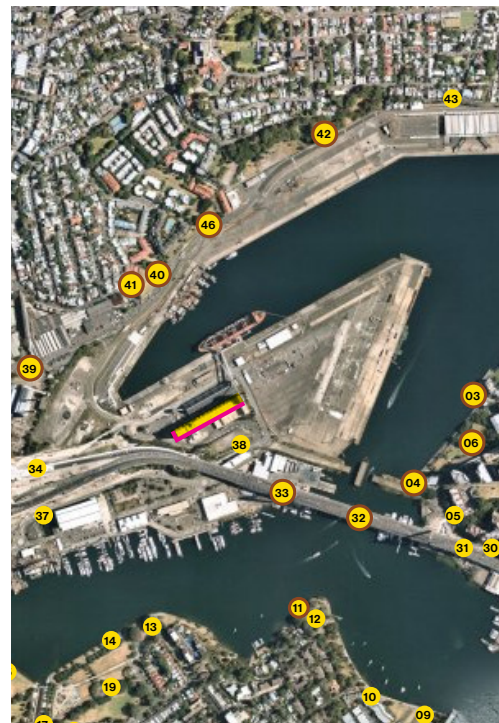
Moderate - Low - Naturalistic open space in close proximity to harbour with medium density residential behind. Working waterfront context emphasised by fencing and lack of public access.

Visual magnitude

Negligible - The only views to the signage are from the rear, where a small portion of the supporting structure is visible over the top and to the western side of the Silos.

Visual impact rating

Negligible



View 42: From Birrung Park, near Donnelly St, Balmain. Photography by GroupGSA



VIEW 43 BALMAIN

Direction and distances

The views to Glebe Island Silos from this view location is in a south-westerly aspect over the White Bay Passenger Terminal, White Bay and Glebe Island.

The viewing distance is approximately 880m.

View descriptions

This view is dominated by the industrial land use of White Bay, with the large structure of the White Bay Passenger Terminal dominating the foreground. Industrial-style fencing along the road reserve edge further enhances the separation from the harbour. The view is periodically blocked by ships docked at White Bay, including the passenger terminal.

The top half of the structure, including the 'lid' is highly visible and provides a clear view to the structure of those elements obscured by signage on the southern and western façades. The east-facing facade of the Silos is considerably taller than the north-facing facade and forms the most visually dominant feature of the structure from this view.

The structures supporting the signage on the southern and western façades are partially visible on the western facade and are evident as additions to the original Silos structure. The signs themselves are not visible from this view.

Visual sensitivity

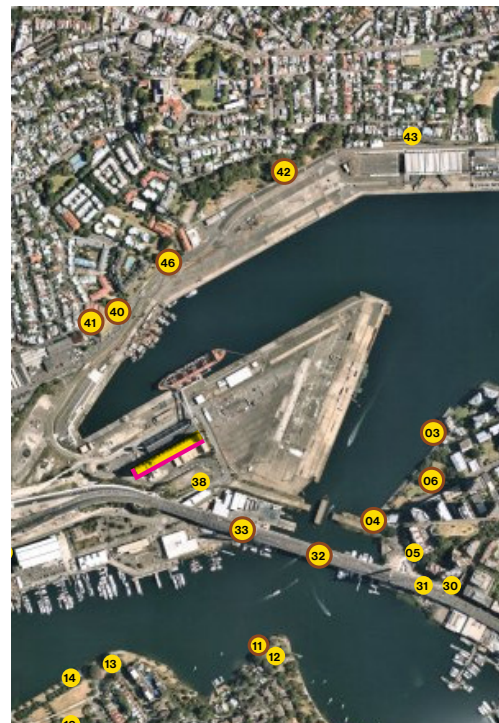
Low - Public roadway acts as a transition between residential and industrial lands along the waterfront. Working waterfront context emphasised by fencing and lack of public access.

Visual magnitude

Negligible - The only views to the signage are from the rear, where a small portion of the supporting structure is visible to the western side of the Silos.

Visual impact rating

Negligible



View 43: From Grafton Street at corner of Ewenton Street, Balmain. Photography by GroupGSA



VIEW 44 - 45 BALMAIN

Direction and distances

The views to Glebe Island Silos from these locations are in a south-westerly aspect over Johnstons Bay, the White Bay peninsula, and Glebe Island.

The viewing distances are approximately 1.25km and 1.32km.

View descriptions

These viewpoints include both a low level viewing location in close proximity to the harbour as well as a slightly elevated view from a public walkway and access stairs. The dominant facade of the Silos is the east-facing facade which features no advertising. The top section of the Silos stands out for its light colour compared to lower sections of the building.

The viewing distances reduce the overall scale and impact of the Silos in the overall view, with industrial uses of White Bay providing significant visual distraction, and high density residential developments in Pyrmont providing comparative scale and bulk.

Visual sensitivity

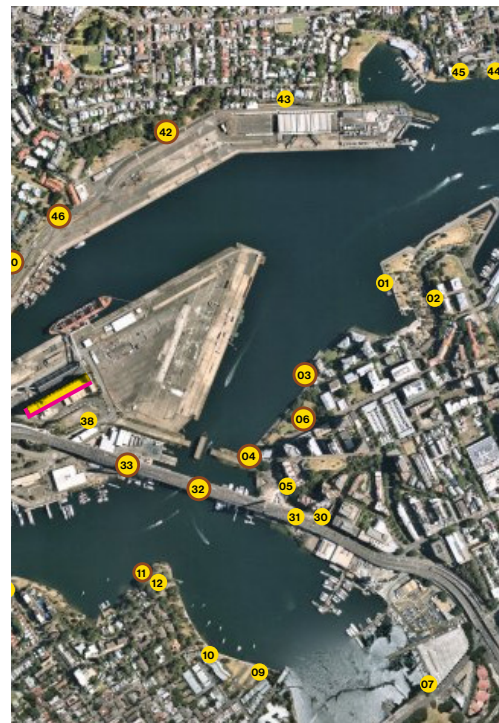
Moderate - Low level open space edge to harbour with high density residential behind. Overall working waterfront context.

Visual magnitude

Negligible - No signage or supporting structure is visible from these view locations given the view distance and oblique angle.

Visual impact rating

Negligible



View 44: From Tom Uren walkway at end of Johnston Street, Balmain. Photography by GroupGSA



View 45: From Pedestrian stairs at end of Union Street, Balmain. Photography by GroupGSA



VIEW 46 BALMAIN

Direction and distances

The views to Glebe Island Silos from this location is in a southerly direction over White Bay and Glebe Island.

The viewing distance is approximately 400m.

View 46 is mapped in the Bays West Urban Design Framework as an identified view shed (V4).

View descriptions

This viewpoint is low level viewing location at the base of Punch Park, on Robert St. The view is taken from just inside the White Bay port access road network. The dominant facade of the Silos is the north-facing facade which features no advertising. The view to the Silos structure from this angle includes the industrial structures which enable the ongoing use of the Silos as a working facility.

The scale of the Silos is comparable to the nearby Anzac Bridge and the industrial activity that is visible in the foreground, along the northern edge of the White Bay peninsula.

Visual sensitivity

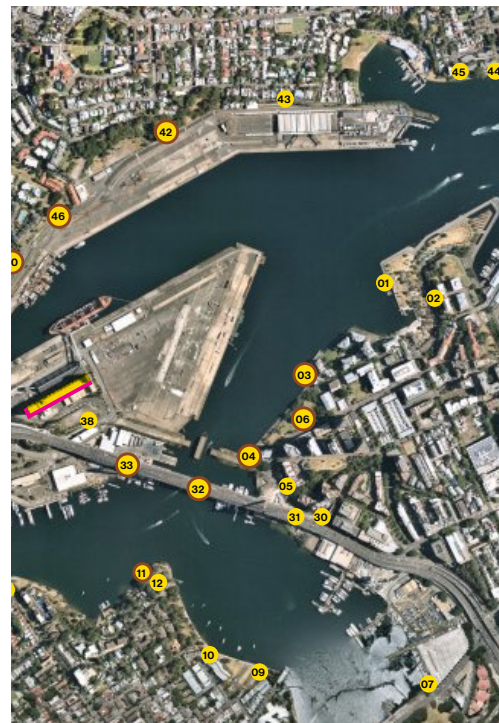
Moderate-Low - Low-level open space pocket located behind a working harbour frontage. Overall working waterfront context within view.

Visual magnitude

Negligible - No signage or supporting structure is visible from these view locations given the view angle.

Visual impact rating

Negligible



View 46: From Punch Park at Robert Street, Rozelle. Photography by GroupGSA



VIEW 47 LILYFIELD

Direction and distances

The views to Glebe Island Silos from this location is in a north-easterly direction over the light rail corridor and Rozelle Rail Yards.

The viewing distance is approximately 1.66km.

View 47 is mapped in the Bays West Urban Design Framework as an identified view shed (V10).

View descriptions

This viewpoint is located near the junction of City West Link and Catherine Street, adjacent to Lilyfield light rail station. The view identified in the Bays West Urban Design Framework document is no longer visible due to combination of:

- Landscape screening over light rail corridor;
- Digital advertising signage at edge of light rail corridor; and
- Visual barrier created by structures erected within the Rozelle Rail Yards land.

Visual sensitivity

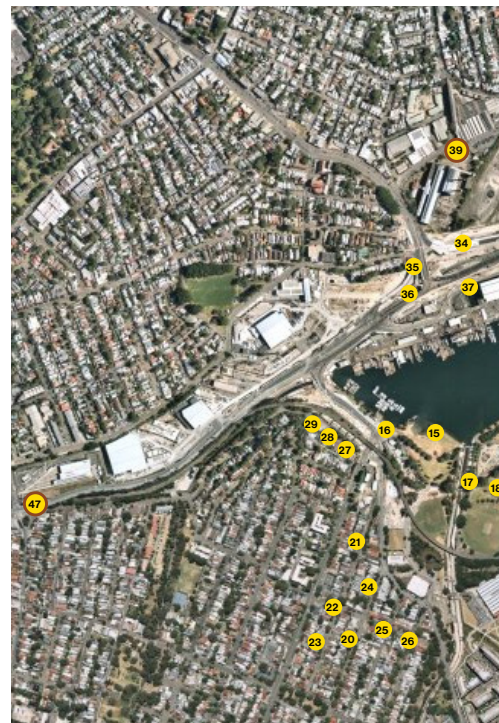
Low - Transport corridor with a high volume of viewers from both road carriageway. Nearby pedestrian footpath has minimal foot traffic.

Visual magnitude

Negligible - The Glebe Island Silos are not currently visible from this viewing location due to screening and structures erected on adjacent lands.

Visual impact rating

Negligible



View 47: From corner of City West Link and Catherine St, Lilyfield. Photography by GroupGSA



ASSESSMENT OF NIGHT VIEWS

View locations

A number of key views were reassessed at night to determine visual impact at different times of the day. These viewpoints have been selected to consider a variety of viewpoints from surrounding areas and reflect the extent of the visual catchment identified. Each view location is identified on the plan opposite and a written description is provided below.

All photographs were taken with a Nikon D5100 DSLR camera with a focal length of 18mm.

An visual impact assessment of the identified view locations is included on the following pages.

Significance

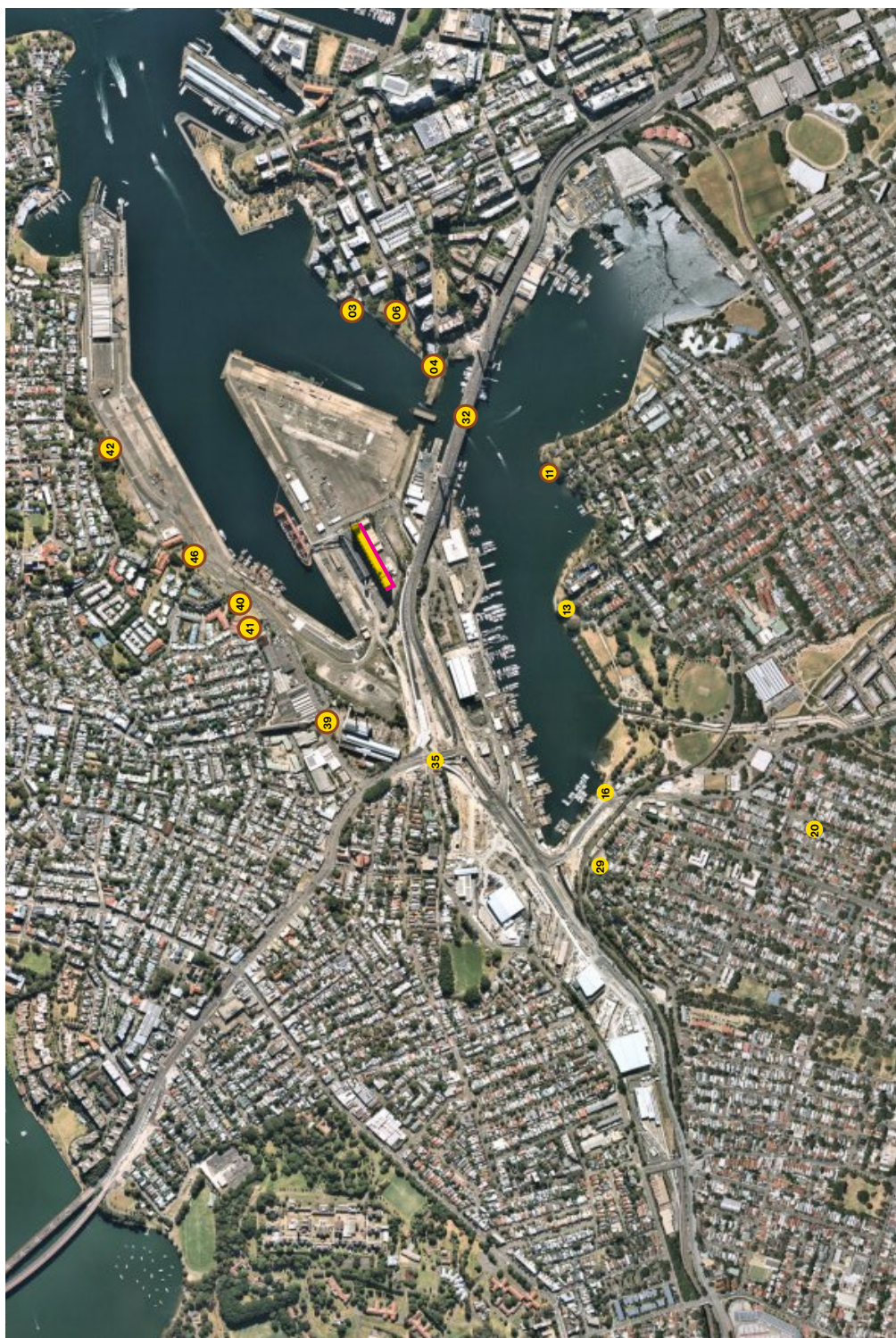
In general, the visual impact of the signage is higher at night due to the lighting applied to the signage. Within the darker context, the horizontal band of the signage stands out as an element within each view context. Many of the views also include the Anzac Bridge which is brightly lit at night, highlighting the vertical support pylons, road carriageway underside and road carriageway itself.

Lighting is also applied to the lower portion of the southern and western façades, highlighting the mural artwork to the Silos themselves. This increases overall identification and appreciation of the Silos structure themselves.

View location descriptions

3. Harbourside walkway at Cadi Wharf, near Refinery Drive, Pyrmont
4. Harbourside walkway adjacent to 2 Bowman Street Pyrmont and Glebe Island Bridge
6. Waterfront Park, Pyrmont (off Bowman Street)
11. Glebe foreshore walkway near 55-57 Leichhardt Street, Glebe
13. Glebe foreshore at end of Glebe Point Road, Glebe
20. Trafalgar Street outside 264 Trafalgar Street, Annandale
29. Walkway to side of 2-4 Pritchard Street, Annandale
32. Anzac Bridge mid-point
35. Path at intersection of Victoria Road & Anzac Bridge, Rozelle
37. Hornsey St outside 16 Hornsey Street, Rozelle
39. Robert Street outside 32 Robert Street, Rozelle
40. Robert Street at corner of Buchanan Street, Rozelle
41. Public Park at corner of Mansfield St and Batty St, Rozelle
46. From Punch Park at Robert Street, Balmain
47. From corner of City West Link and Catherine St, Lilyfield

Night view locations map.
Base imagery sourced from Nearmap.



VIEW 3 PYRMONT

Direction and distances

The view to Glebe Island Silos from this view location is in a westerly aspect over the harbour at Jones Bay.

The viewing distance is 560m.

The view is from Jackson's Landing, mapped in the Bays West Urban Design Framework as an identified view shed (V06).

View descriptions

This viewpoint is a low level view location, taken from the harbourside pedestrian walkway. The dominant facade is the southern facade featuring the full length sign which is well lit at night. The lighting also highlights the Silos form and the Olympic artworks which adorn the facade. As a whole, the Silos structure appears as two elements - a horizontal 'lid' formed by the signage and the textured Silos base below.

The context in which the view is taken from is a low-level lighting location, with minimal lighting to the public walkway. The scale of the Silos is maximised by the reflection of the structure in the harbour adjacent to the viewing location.

The view encompasses several well-lit features such as the Anzac Bridge structure, including roadway lighting, uplighting to the Bridge structure and under-lighting of the suspended road carriageway. These go some way to mitigating the visual dominance of the Silos within the overall context.

Visual sensitivity

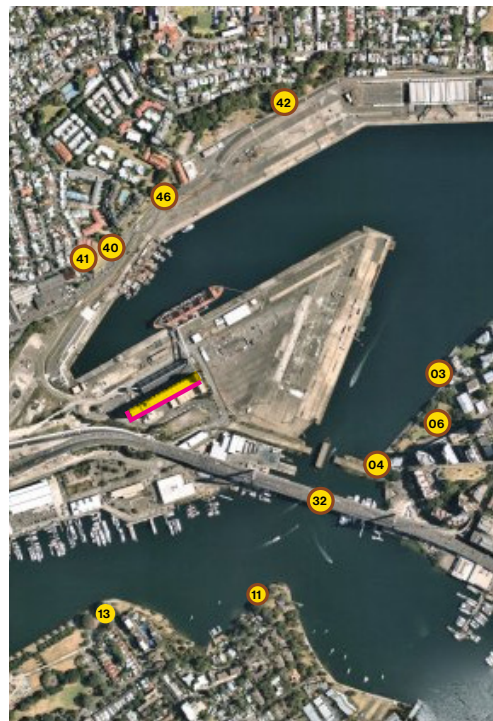
Moderate - Well-used open space edge to harbour with high density residential behind. Overall working waterfront context. Low level lighting from view location and low levels of usage at night.

Visual magnitude

High - Moderate - The Silos appear as a large item within the view, but surrounding lighting and light spill from the Anzac Bridge and industrial areas reduce the visual dominance of the Silos. Although it is well-lit, the signage component of the Silos is a small part of the visible overall built form.

Visual impact rating

High - Moderate



View 3 by night: From Harbourside walkway at Cadi Wharf, near Refinery Drive, Pyrmont. Photography by GroupGSA



VIEW 4 PYRMONT

Direction and distances

The view to Glebe Island Silos from this view location is in a westerly aspect over the harbour at Jones Bay. The viewing distance is 450m.

View descriptions

This viewpoint is a low level view locations from the harbourside pedestrian walkway. The dominant facade is the southern facade featuring the full length sign which is well lit at night. The lighting also highlights the Silos form and the Olympic artworks which adorn the facade. As a whole, the Silos structure appears as two elements - a horizontal 'lid' formed by the signage and the textured Silos base below.

The context in which the view is taken from is a low-level lighting location, with minimal lighting to the public walkway.

The view encompasses several well-lit features such as the Anzac Bridge structure, including roadway lighting, uplighting to the Bridge structure and under-lighting of the suspended road carriageway. A significant area of light also spills from the industrial area to the north-east of the Silos, reducing the visual dominance of the Silos within the overall context.

Visual sensitivity

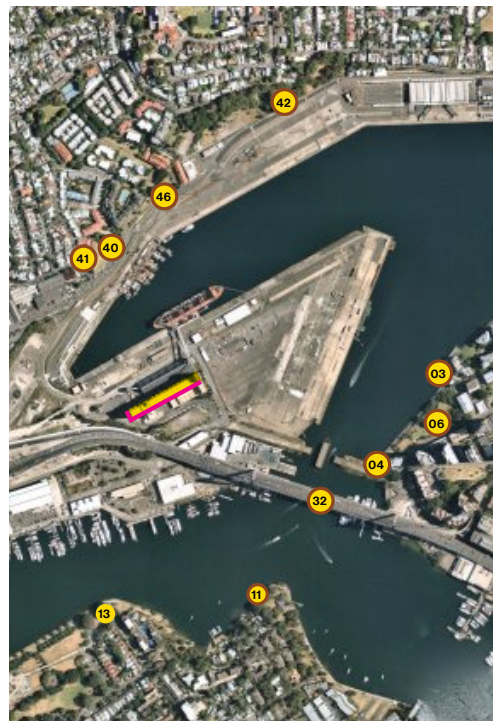
Moderate - Well-used open space edge to harbour with high density residential behind. Overall working waterfront context. Low level lighting from view location and low levels of usage at night.

Visual magnitude

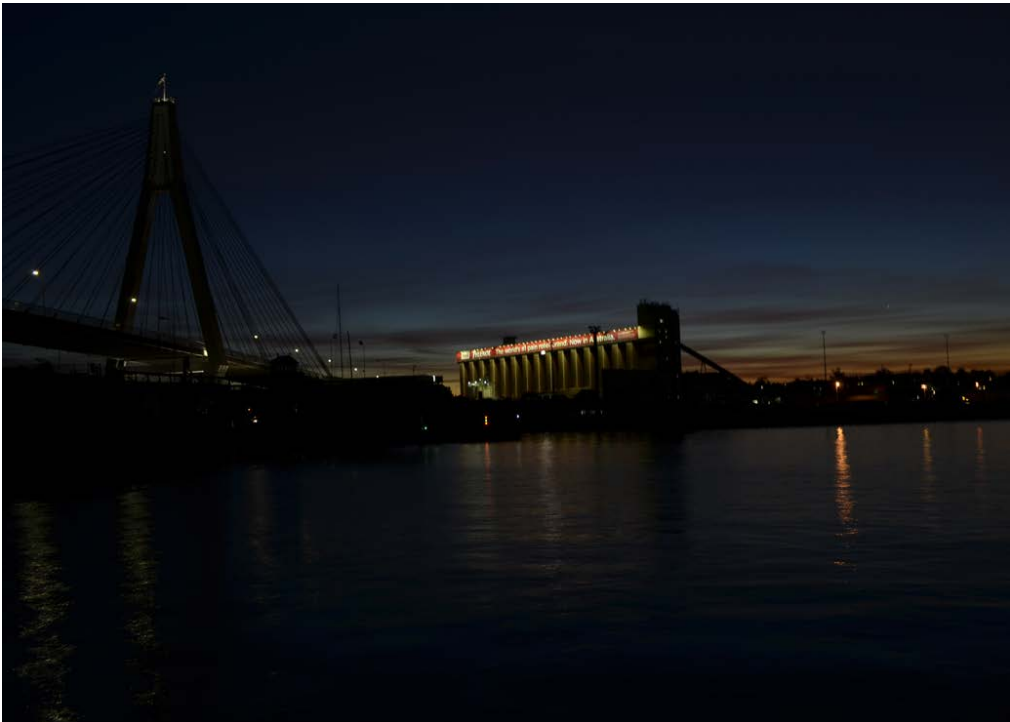
High - Moderate - The Silos appear as a large item within the view, but surrounding lighting and light spill from the Anzac Bridge and industrial areas reduce the visual dominance of the Silos. Although it is well-lit, the signage component of the Silos is a small part of the visible overall built form.

Visual impact rating

High - Moderate



View 4 by night: From Harbourside walkway adjacent to 2 Bowman Street, Pyrmont. Photography by GroupGSA



VIEW 6 PYRMONT

Direction and distances

The view to Glebe Island Silos from this view location is in a westerly aspect over the harbour at Jones Bay.

The viewing distance is 570m.

The view is from Jackson's Landing, mapped in the Bays West Urban Design Framework as an identified view shed (V06).

Visual impact rating

High - Moderate

View descriptions

This viewpoint is a slightly elevated view location, taken Waterfront Park. The dominant facade is the southern facade featuring the full length sign which is well lit at night. The lighting also highlights the Silos form and the Olympic artworks which adorn the facade. As a whole, the Silos structure appears as two elements - a horizontal 'lid' formed by the signage and the textured Silos base below.

The context in which the view is taken from is a low-level lighting location, with minimal lighting to the public park.

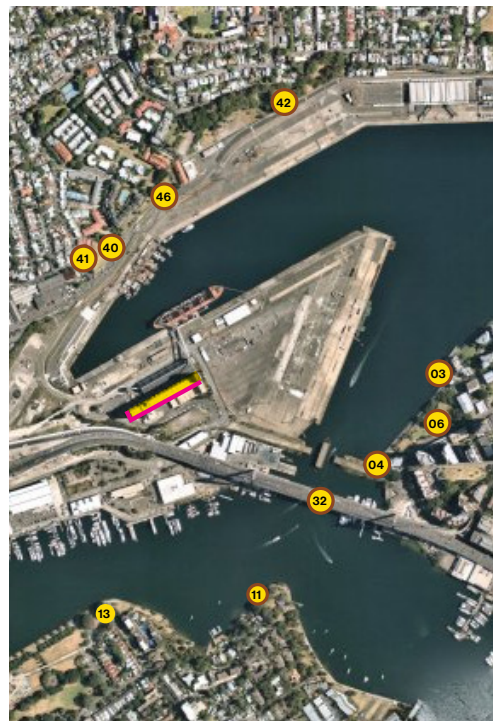
The view encompasses several well-lit features such as the Anzac Bridge structure, including roadway lighting, uplighting to the Bridge structure and under-lighting of the suspended road carriageway. These go some way to mitigating the visual dominance of the Silos within the overall context.

Visual sensitivity

Moderate - Well-used open space park with high density residential behind. Overall working waterfront context. Low level lighting from view location and very low levels of usage at night.

Visual magnitude

High - Moderate - The Silos appear as a large item within the view, but surrounding lighting and light spill from the Anzac Bridge and industrial areas reduce the visual dominance of the Silos. Although it is well-lit, the signage component of the Silos is a small part of the visible overall built form.



View 6 by night: From Waterfront Park, Pyrmont. Photography by GroupGSA



VIEW 11 GLEBE

Direction and distance

The view to Glebe Island Silos from this locations is in a north-westerly direction from Glebe Point.

The viewing distance is 505m.

View 11 is from Blackwattle Bay Park, mapped in the Bays West Urban Design Framework as an identified view shed (V09).

View description

This viewpoint is a low-level viewing location taken from the Blackwattle Bay Park. The dominant facade of the Silos visible is the south-facing facade which features one long sign structure along the top of the facade. The view to the signage structure is incomplete, partially blocked by the Anzac Bridge carriageway.

View 11 is one of the closest viewpoints to the Silos but the signage is screened by approximately one third from this angle due to the Anzac Bridge structure. The view is also expansive from this location, extending west into Rozelle Bay and north-east into Jones Bay. Significant industrial-scale built form to the front of the Bridge further reduces the visual impact of the signage by providing significant bulk and visual distraction to the viewer.

Visual sensitivity

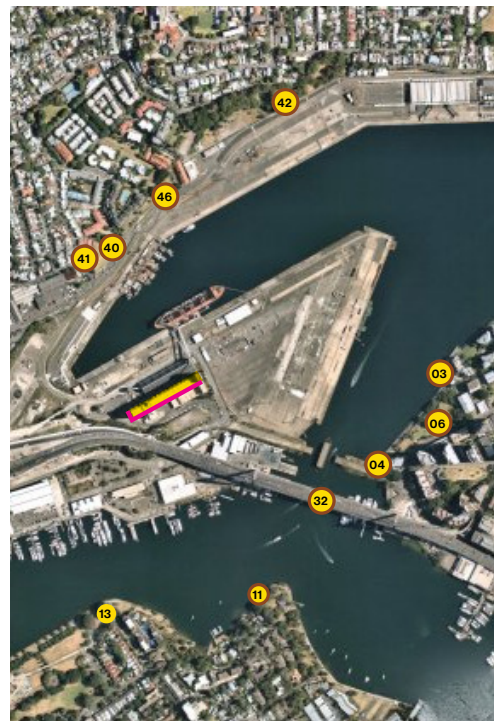
Moderate - Well-used open space edge to harbour with low to medium density residential behind. Overall working waterfront context. Low level lighting from view location and low levels of usage at night.

Visual magnitude

Moderate - The Silos appear as a large item within the view, but surrounding lighting and light spill from the Anzac Bridge and industrial areas reduce the visual dominance of the Silos. The signage is also partially screened by the Anzac Bridge carriageway, blocking out a portion of the structure. The Silos themselves contribute to the overall lighting component of the structure, increasing the impact of the signage.

Visual impact rating

Moderate



View 11 by night: From Glebe foreshore walkway near 55-57 Leichhardt Street, Glebe. Photography by GroupGSA



VIEW 13 GLEBE

Direction and distances

The views to Glebe Island Silos from this location is in a northerly direction from the Glebe foreshore at the end of Glebe Point Rd. The viewing distance is approximately 450m.

View descriptions

Taken from the parkland at the end of Glebe Point Road, view 13 provides a comparatively close view of the Glebe Island Silos and the existing signage on the southern facade. The view is expansive to the east, providing a view over the mouth of Rozelle Bay and Blackwattle Bay under Anzac Bridge towards Pyrmont. In the direction of the Silos, the mid-ground is dominated by large boat marinas and mid-rise buildings although the mitigating impacts of these are minimised at night due to low levels of lighting in this area.

In this view, the Silos structure (including signage) is dominant, although given scale and context by the well-lit Anzac Bridge structure. The graphic murals on the Silos are also brightly lit and create a strong visual pattern, with the signage providing a capped lid to the distinct form.

Visual sensitivity

High - Moderate - Well-used open space edge to harbour with low to medium density residential behind. Overall working waterfront context. The foreshore pathway is well lit and well-used in the early evening, with lower levels of usage later at night.

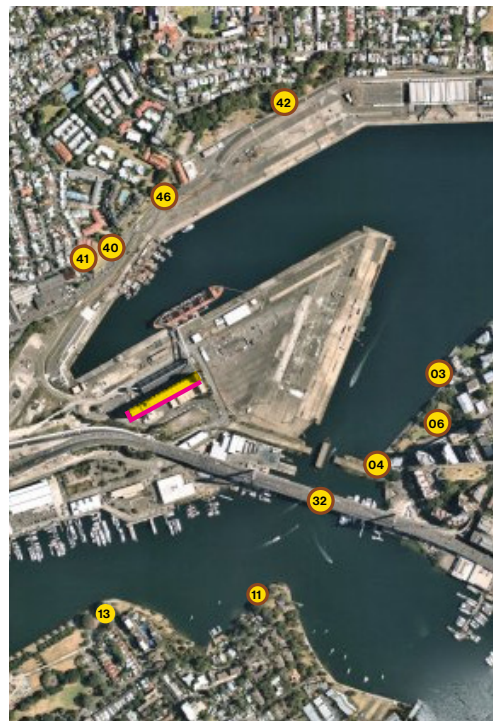
The visual sensitivity of residents living on Glebe Point Rd may be higher, with some reporting significant light spill into residences late at night. As this VIA is only able to review the visual impact from the public domain, it is difficult to fully assess these reports.

Visual magnitude

High - Moderate - The Silos appear as a large item within the view, and surrounding lighting and light spill from the Anzac Bridge and industrial areas provides some context and competing light sources. The Silos themselves contribute to the overall lighting component of the structure, increasing the impact of the signage. It is noted that the impact can vary based on the graphic design of the signage installed at any given time, with lighter colours reflecting more light.

Visual impact rating

High - Moderate



View 13 by night: From Glebe foreshore at end of Glebe Point Road, Glebe. Photography by GroupGSA



VIEW 16 GLEBE

Direction and distances

The views to Glebe Island Silos from this location is in a north-easterly direction from the foreshore walkway near Chapman Rd.

The viewing distance is approximately 770m.

View descriptions

Taken from the end of Bicentennial Park near Chapman Rd, this view shows significant context, including the industrial foreshore on the northern side of Rozelle Bay. The lighting to this foreshore and built form is intermittent at night.

The view is dominated by the Anzac Bridge and Glebe Island Silos, with the signage component forming a well-lit 'lid' to the top of the Silos structure. The lighting to the Anzac Bridge structure and roadway is also significant, alongside the city skyline view beyond.

Visual sensitivity

Moderate - Well-used open space parks and edge to harbour with mix of low, medium and high density residential behind. Overall working waterfront context. Medium level lighting from view location (light spill from roadway and key paths through park) and low levels of usage at night.

Visual magnitude

High - Moderate – The signage is at a significant distance from the viewer and sits behind a busy foreshore, with significant lighting to the Anzac Bridge providing visual distraction at a similar distance.

The marine / industrial uses in the mid-ground are not lit at night, narrowing focus towards the Silos and Anzac Bridge elements. The signage is a significant component of the visible built form and acts as an easily identifiable or iconic structure at night.

Visual impact rating

High - Moderate



View 16 by night: From Glebe foreshore walkway near Chapman Rd, Glebe. Photography by GroupGSA



VIEW 20 ANNANDALE

Direction and distances

The views to the Glebe Island Silos are in a north-easterly direction over Federal Park, Bicentennial Park and Rozelle Bay. The view distance is 1.25km.

View descriptions

View 20 is taken from the public domain within a medium density residential area. It is one of the few locations with a clear view to the Silos, being in a particular elevated position where the street aligns with the view direction to the Silos. The viewing distance is long, meaning the Silos are a small component of the overall view.

The foreground and mid-ground of the view is richly varied, with diverse streetscapes providing visual diversion from long views. The Anzac Bridge provides a visual draw point with its distinctive height and form.

Visual sensitivity

Moderate - Medium density residential context with primarily filtered views.

Visual magnitude

Moderate - The Silos signage is distant and most views are partially blocked or very filtered. By night, the signage assumes a more dominant role as a well-lit horizontal element in the context of the city skyline. The signage itself is illegible and it is reduced to a single, graphic element. Street lighting around the viewer also provides visual distraction and diversion.

Visual impact rating

Moderate



View 20 by night: From Trafalgar Street outside 264 Trafalgar Street, Annandale. Photography by GroupGSA



VIEW 29 ANNANDALE

Direction and distances

The view is taken in a north-westerly direction over adjacent medium density residential, the light rail corridor and Rozelle Bay. The bay is screened from view at street level.

The viewing distance is 890m.

View descriptions

View 29 is taken from a pedestrian access path running between Buruwan Lane and Pritchard Street which is elevated above Bayview Crescent. From the pedestrian pathway, a clear view is obtained towards the Silos signage due to a break in tree cover adjacent to Rozelle Bay.

This view is expansive, offering views to the city skyline, Anzac Bridge, Harbour Bridge and White Bay Power Station.

Visual sensitivity

Moderate Low - Medium density residential context with district views intermittently filtered by established trees.

Visual magnitude

Moderate - Views are primarily of the general skyline, with many foreground and mid-ground distractions. The city skyline provides a bright backdrop, with the Anzac Bridge and The Crescent roadways marking brightly-lit routes alongside the Silos.

Viewers are at a significant distance and the Silos signage is at an oblique angle, minimises size and scale.

Visual impact rating

Moderate



View 29 by night: From Walkway to side of 2-4 Pritchard Street, Annandale. Photography by GroupGSA



VIEW 32 ANZAC BRIDGE

Direction and distances

The view to the Glebe Island Silos from this location is in a north-westerly direction over Blackwattle Bay and Glebe Island.

The viewing distance is approximately 400m.

The view is taken from the Anzac Bridge, mapped in the Bays West Urban Design Framework as an identified view shed (V08).

View descriptions

This viewpoint is taken from the Anzac Bridge shared pathway. For safety reasons, photographs were not taken from the roadway sections of the Bridge but it is assumed that the images taken are also representative of those visible from the road carriageway.

The dominant facade of the Silos from these views is the south-facing facade which features one long signage structure along the top of the facade. The signage is located above the level of the Anzac Bridge, behind a high mesh safety screen along the edge of the Bridge structure. From a pedestrian perspective, the mesh screen provides significant screening and reduces the visual impact of the signage. As the screening effect of the mesh dissipates at speed, viewers travelling by vehicle have a clearer view of the signage but are focussed on the roadway rather than the signage.

By night, the lighting to the Anzac Bridge provides context and partially mitigates the impact of the lighting to the signage elements on the Silos.

Visual sensitivity

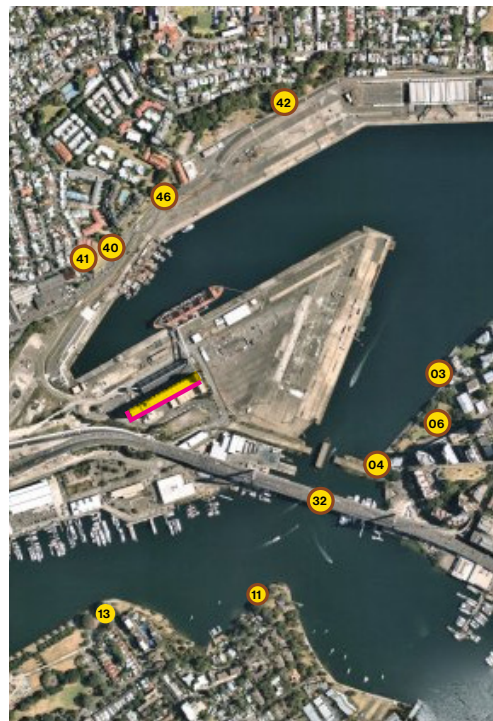
Low - Transport corridor with a high volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

High - Moderate - For viewers travelling by bike or on foot, the signage is not highly visible due to the mesh screen to the northern side of the Bridge and bright lighting to the Anzac Bridge itself. Viewers travelling by vehicle have a clearer view but are generally focussed on the roadway ahead rather than views to the side of the Bridge.

Visual impact rating

Moderate



View 32 by night: From From Anzac Bridge midpoint. Photography by GroupGSA



VIEW 35 ROZELLE

Direction and distance

The views to the Glebe Island Silos from this location is in a north-easterly direction from a shared path near the intersection of Victoria Road and Anzac Bridge.

The viewing distance is 480m.

View description

View 35 is taken from a shared path adjacent to the intersection of Victoria Road and Anzac Bridge. Views to the Silos are partially obstructed by temporary road works and construction activities associated with the recent West Connex road changes. The signage covers only a small portion of the visible Silos structure.

Traffic dominates the view, with the road infrastructure well-lit, creating a bright foreground. The Pyrmont and City skyline behind the Silos is also well-lit and provides scale to the visible built form.

Visual sensitivity

Low - Transport corridor with a high volume of viewers from both the road carriageway and pedestrian/cycle path.

Visual magnitude

High-moderate - Although distant, the signage is highly visible from nearby east-bound sections of the roadway, and viewers travelling by vehicle are generally focussed on the road corridor which incorporates the Silos structure and signage as a portion of this view. By night, the signage assumes a more dominant role as a well-lit horizontal element in the context of the city skyline. The signage itself is illegible and it is reduced to a single, graphic element. Street lighting around the viewer also provides visual distraction and diversion in the foreground.

Visual impact rating

Moderate



View 35 by night: From shared path near the intersection of Victoria Road & Anzac Bridge, Rozelle. Photography by GroupGSA



VIEW 39 ROZELLE

Direction and distances

The view to the Glebe Island Silos from this location is in a south-easterly direction over White Bay and Glebe Island industrial lands.

The viewing distance is approximately 340m.

View descriptions

Robert Street is a commercial and industrial street with its northern side occupied by warehouse buildings and southern side bordering the Ports Authority lands around White Bay. This land is partially occupied by a cruise terminal for large boats.

The view in this location is primarily to the northern facade of the Silos which features no signage and is lit only by spilled light at night.

Visual sensitivity

Low - Industrial and commercial context with the top of Glebe Island Silos visible over significant screen planting to the boundary of the White Bay Port Authority lands.

Visual magnitude

Low - Views are primarily to the northern facade of the Silos, with only an oblique view to the west-facing signage on the Silos. Light spill from the city skyline provides background lighting on cloudy nights, with the top of the Anzac Bridge pylons also visible over the Silos structure.

Visual impact rating

Low



View 39 by night: From Robert St outside 32 Robert Street, Rozelle. Photographed by GroupGSA



VIEW 40 ROZELLE

Direction and distances

The view to the Glebe Island Silos from this location is in a south-easterly direction over White Bay and Glebe Island industrial lands.

The viewing distance is approximately 340m.

View 40 is mapped in the Bays West Urban Design Framework as an identified view shed (V03).

View descriptions

Robert Street is a commercial and industrial street with its northern side occupied by warehouse buildings and southern side bordering the Ports Authority lands around White Bay. The entry to the Port Authority NSW site is located in close proximity to this viewpoint.

Buchanan Street is populated with commercial and residential buildings, with residential buildings set back from the interface with Robert St. The foreground is dominated by parking and maritime uses.

The view in this location is primarily to the northern facade of the Silos which features no signage and is lit only by spilled light at night and lights coming from internal windows. The sign and its associated lighting are not visible from this view.

Visual sensitivity

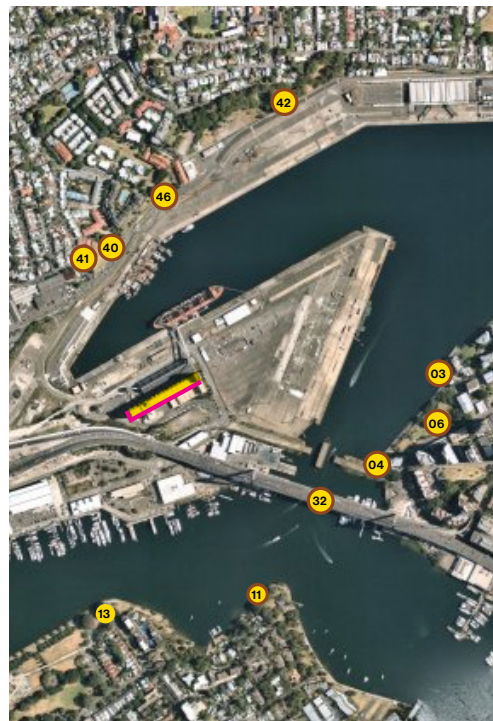
Moderate - Low - Immediate industrial and commercial context with clear view to Glebe Island Silos over White Bay

Visual magnitude

Negligible - The signage is not visible from this view at night.

Visual impact rating

Negligible



View 40 by night: From Robert Street at corner of Buchanan Street, Rozelle. Photography by GroupGSA



VIEW 41 ROZELLE

Direction and distances

The views to the Glebe Island Silos from this location is in a southerly direction over Robert St, White Bay and Glebe Island.

The viewing distance is approximately 350m.

View 41 is mapped in the Bays West Urban Design Framework as an identified view shed (V02).

View descriptions

As an elevated viewpoint, the view is dominated by the industrial structures around White Bay and on Glebe Island, many of which are associated with the Silos themselves. The view is to the northern facade which is approximately 50% obscured by a lower level structure clad in dark grey metal cladding.

The view in this location is limited to the northern facade of the Silos which features no signage and is lit by spilled light at night. The industrial and maritime lands to the north of the Silos structures are well-lit and provide a working harbour context, even in the evening.

Significant light spill is also visible from Anzac bridge and the city skyline beyond.

Visual sensitivity

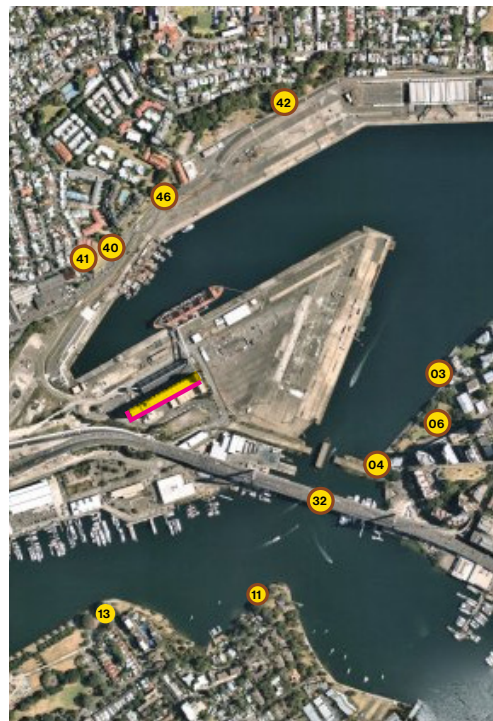
Moderate - Elevated public open space with little visual relief in foreground. Working waterfront context.

Visual magnitude

Negligible - The signage is not visible from this view at night.

Visual impact rating

Negligible



View 41 by night: From adjacent to the public park at the corner of Mansfield St and Batty St, Rozelle. Photography by GroupGSA



VIEW 42 BALMAIN

Direction and distances

The view to Glebe Island Silos is in a south-westerly direction over White Bay.

The viewing distance is approximately 670m.

View descriptions

By night, this view is dominated by the foreshore edge to White Bay and the transport infrastructure behind the Silos, including Anzac Bridge and Victoria Road.

The Silos structure is partially lit by small lights throughout, with the overall form just visible. No signage is visible from this viewpoint.

Visual sensitivity

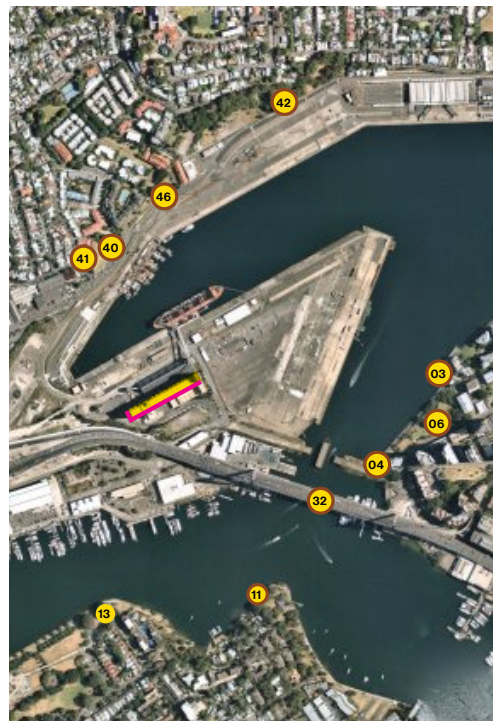
Moderate - Low - Naturalistic open space in close proximity to harbour with medium density residential behind. Working waterfront context emphasised by fencing and lack of public access.

Visual magnitude

Negligible - The signage is not visible from this viewpoint.

Visual impact rating

Negligible



View 42 by night: From Birrung Park, near Donnelly St, Balmain. Photography by GroupGSA



VIEW 46 ROZELLE

Direction and distances

The views to Glebe Island Silos from this location is in a southerly direction over White Bay and Glebe Island.

The viewing distance is approximately 400m.

View 46 is mapped in the Bays West Urban Design Framework as an identified view shed (V4).

View descriptions

This viewpoint is low level viewing location near the base of Punch Park, on Robert St. The view is taken from just outside the White Bay port access road network. The view location is slightly different from the view 46 day view due to access restrictions at night.

The dominant facade of the Silos is the north-facing facade which features no advertising. The view to the Silos structure from this angle includes the industrial structures which enable the ongoing use of the Silos as a working facility.

The scale of the Silos is comparable to the nearby Anzac Bridge and the industrial activity that is visible in the foreground along the northern edge of the White Bay peninsula.

The view in this location is primarily to the northern facade of the Silos which features no signage and is lit only by spilled light and light from internal windows at night.

Visual sensitivity

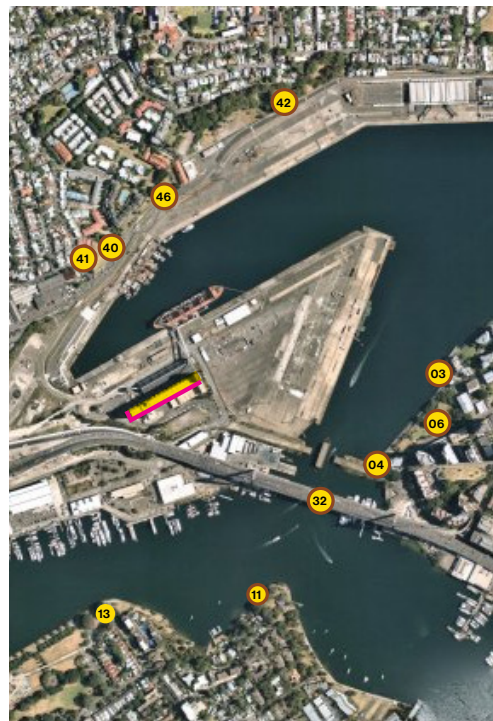
Moderate-Low - Low-level open space pocket located behind a working harbour frontage. Overall working waterfront context within view.

Visual magnitude

Negligible - No signage or supporting structure is visible from these view locations given the view angle.

Visual impact rating

Negligible



View 46 by night: From near Punch Park at Robert Street, Rozelle. Photography by GroupGSA



VISUAL IMPACT SUMMARY TABLES

Day views

VIEW NUMBER	BAYS WEST VIEW NO.	LGA	VISUAL SENSITIVITY	VISUAL MAGNITUDE	VISUAL IMPACT RATING
1	-	CoS	Moderate	Moderate - Low	Moderate
2	-	CoS	Moderate	Moderate - Low	Moderate
3	V06	CoS	Moderate	Moderate - Low	Moderate
4	V07	CoS	Moderate	Moderate - Low	Moderate
5	-	CoS	Moderate	Moderate - Low	Moderate
6	V06	CoS	Moderate	Moderate - Low	Moderate
7	-	CoS	Moderate	Negligible	Negligible
8	-	CoS	Moderate	Negligible	Negligible
9	-	CoS	Moderate	Moderate - Low	Moderate
10	-	CoS	Moderate	Moderate - Low	Moderate
11	V09	CoS	Moderate	Moderate - Low	Moderate
12	-	CoS	High	Negligible	Negligible
13	-	CoS	Moderate	Moderate	Moderate
14	-	CoS	Moderate	Moderate	Moderate
15	-	CoS	Moderate	Moderate	Moderate
16	-	CoS	Moderate	Moderate	Moderate
17	-	CoS	Moderate - High	Moderate - Low	Moderate
18	-	CoS	Moderate - High	Moderate - Low	Moderate
19	-	CoS	Moderate - High	Moderate - Low	Moderate
20	-	IWC	Moderate - Low	Low	Moderate - Low
21	-	IWC	Moderate - Low	Low	Moderate - Low
22	-	IWC	Moderate - Low	Low	Moderate - Low
23	-	IWC	Moderate - Low	Low	Moderate - Low
24	-	IWC	Moderate - Low	Low	Moderate - Low
25	-	IWC	Moderate - Low	Low	Moderate - Low
26	-	IWC	Moderate - Low	Low	Moderate - Low
27	-	IWC	Moderate - Low	Moderate - Low	Moderate - Low
28	-	IWC	Moderate - Low	Moderate - Low	Moderate - Low
29	-	IWC	Moderate - Low	Moderate - Low	Moderate - Low
30	-	CoS	Low	Moderate	Moderate - Low
31	-	CoS	Low	Moderate	Moderate - Low
32	V08	-	Low	Moderate	Moderate - Low
33	V08	IWC	Low	Moderate	Moderate - Low
34	-	IWC	Low	High	Moderate

VIEW NUMBER	BAYS WEST VIEW NO.	LGA	VISUAL SENSITIVITY	VISUAL MAGNITUDE	VISUAL IMPACT RATING
35	-	IWC	Low	High	Moderate
36	-	IWC	Low	High	Moderate
37	-	IWC	Low	Low	Low
38	-	IWC	Low	High - Moderate	Moderate
39	V01	IWC	Low	Low	Low
40	V03	IWC	Moderate - Low	Negligible	Negligible
41	V02	IWC	Moderate	Low	Moderate - Low
42	-	IWC	Moderate - Low	Negligible	Negligible
43	-	IWC	Low	Negligible	Negligible
44	-	IWC	Moderate - Low	Negligible	Negligible
45	-	IWC	Moderate - Low	Negligible	Negligible
46	V04	IWC	Moderate - Low	Negligible	Negligible
47	V10	IWC	Low	Negligible	Negligible
-	V11	IWC	Not assessed - view location no longer accessible		

Night views

View number	Bays West view number	LGA	Visual sensitivity	Visual magnitude	Visual impact rating
3	V06	CoS	Moderate	High - Moderate	High - Moderate
4	V07	CoS	Moderate	High - Moderate	High - Moderate
6	V06	CoS	Moderate	High - Moderate	High - Moderate
11	V09	CoS	Moderate	Moderate	Moderate
13	-	CoS	High - Moderate	High - Moderate	High - Moderate
16	-	CoS	Moderate	High - Moderate	High - Moderate
20	-	IWC	Moderate	Moderate	Moderate
29	-	IWC	Moderate - Low	Moderate	Moderate
32	V08	-	Low	High - Moderate	Moderate
35	-	IWC	Low	High - Moderate	Moderate
39	V01	IWC	Low	Low	Low
40	V03	IWC	Moderate - Low	Negligible	Negligible
41	V02	IWC	Moderate	Negligible	Negligible
42	-	IWC	Moderate - Low	Negligible	Negligible
46	V04	IWC	Moderate - Low	Negligible	Negligible
47	V10	IWC	Not assessed at night as no view identified during day		

CONCLUSION

Visual impacts

The visual impacts of the existing advertising signage to the Glebe Island Silos from the assessed views ranges from negligible to high-moderate. A summary of the assessed view sensitivity is provided in the tables below.

All day views

VISUAL IMPACT RATING	DAY VIEWS	
	NUMBER	PERCENTAGE
Negligible	10	21%
Low	2	4%
Moderate-Low	15	32%
Moderate	20	43%
High-Moderate	0	0%
High	0	0%
TOTAL	47	100%

Bays West identified views (day)

VISUAL IMPACT RATING	DAY VIEWS	
	NUMBER	PERCENTAGE
Negligible	3	30%
Low	1	10%
Moderate-Low	2	20%
Moderate	4	40%
High-Moderate	0	0%
High	0	0%
TOTAL	10	100%

Note: View V11 identified in the Bays West Urban Design Framework document was not assessed or included above as the view location no longer accessible.

Night views

Night view locations were selected to provide a representative sample of the key views to the Silos from a variety of viewpoints. In addition, all significant view sheds identified in the Draft Bays West Urban Design Framework were assessed at night.

No viewpoints were identified to suffer from significant (high) visual impacts as a result of the existing advertising signage to the Glebe Island Silos being retained. It was generally noted that the sites with the highest visual magnitude were generally closer to the Silos and were from less sensitive view receivers such as public roadways.

The following explanations were found to be key factors at a number of sites and consistently affected the magnitude ratings generated:

- Signage at least partially screened by built form or established vegetation
- Viewpoint character and context is not sensitive to the view of the signage
- Viewing distances are long and thus signage is difficult to distinguish or is viewed within a much larger overall context

The existing signage has been in place for many years, and it could be determined that this plays a part in further reducing the visual dominance of the signage for surrounding users.

Visual impacts at night

A number of key views were reassessed at night to determine the effects of the lighting of the signage on views from surrounding areas. It should be noted that the lighting is applied to both the signage as well as the overall Silos structure, allowing viewers to appreciate the Silos structure at night. The lighting is only applied to the sides of the structure that feature signage. There is no lighting to the northern and eastern façades.

In general, the visual impact is higher at night than during the day due to the comparative effects of the lit signage against a dark backdrop. It should be noted however that a recent Lighting Impact Assessment prepared by Electrolight Australia Pty Ltd in June 2021 has confirmed that the lighting complies with all criteria, design guidelines and standards as follows:

- Draft Bays West Place Strategy
- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix C)
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

Based on a worse case scenario, the lighting was found to have a maximum calculated existing luminance of 58cd/m², well below the maximum permissible 350cd/m². The lighting to the Silos is currently operating with a 1am curfew.

Should residential or hotel development occur within the immediate vicinity of the Glebe Island Silos site within the White Bay Power Station Precinct (Precinct 1 of the Draft Bays West Strategy) within the 10 year consent duration, then the existing luminance of the signage can remain unchanged but the curfew of the signage would need to be brought forward to 11pm at night (from 1am) to ensure compliance with the relevant requirements of AS4282.

Mitigation

Given that the signage is existing on site and the assessed day time visual impact is negligible to high-moderate, it is not deemed that any specific mitigation works are required in order to extend the current consent approvals.

The signage exists only on two sides of the Silos and covers a relatively small portion (approximately 20%) of the overall facade on the relevant southern and western façades. The northern and eastern façades are free of signage and present significant opportunity to view the overall Silos structure, including the 'lid' which is concealed on two sides.

Given the higher impact rating of high-moderate found in three (3) of the night views, a previous application in 2018 included a night curfew to limit hours of operation at night as a way to reduce visual impact in the most sensitive locations, at the most sensitive time of day. No changes are requested to the current operating curfews.

Future changes

The existing character of the immediate surrounds of the Glebe Island Silos is predominantly industrial and maritime, with no residential land use in close proximity. Although portions of the Glebe Island site are planned to be retained for port and maritime uses in the long term, it is planned that future residential development will occur in areas closer to the Silos than currently exists.

The structure plan to 2030 limits development to the portion of Glebe Island to the west and north-west of the Silos, around the new metro station. The delivery time-frame on residential uses is not 100% clear within the current draft Bays West strategy documents but if it falls within the consent period, it is likely to be towards the end of the current application for a 10-year consent.

Consideration could be made for consent conditions which limit the operation of the signage at night prior to occupation certificates being granted for any residential development.

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APPENDIX D

FINAL HERITAGE IMPACT STATEMENT

STATEMENT OF HERITAGE IMPACT

Development Application



Glebe Island Silos, Sommerville Road, Glebe Island

24 JUNE 2021

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ISSUED	REVIEW	ISSUED BY
20 June 2021	Draft Issue for Review	Samantha Polkinghorne
23 June 2021	Revised Draft Issue for Review	Samantha Polkinghorne
23 June 2021	Final Issue	Samantha Polkinghorne
26 June 2021	Final Issue – Northpoint update	Samantha Polkinghorne

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STATEMENT OF HERITAGE IMPACT - GLEBE ISLAND SILOS – ADVERTISING SIGNAGE DA

[https://nbsarchitecture.sharepoint.com/PROJECTS/21/21177/02_REPORTS/21177_Glebe Island Silos_SHI_Final.docx](https://nbsarchitecture.sharepoint.com/PROJECTS/21/21177/02_REPORTS/21177_Glebe%20Island%20Silos_SHI_Final.docx)

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Figure 32 - These initiatives contemplate major changes to the way in which the silos will be used and perceived.38

STATEMENT OF HERITAGE IMPACT

DEVELOPMENT APPLICATION – ADVERTISING SIGNAGE

1.0 INTRODUCTION

NBRSArchitecture has been commissioned to prepare a Statement of Heritage Impact to accompany a Development Application for approval of the existing signage display on the Glebe Island Silos (the Silos) for a further period of ten years.

The structure is listed as an item of local significance on the *Sydney Regional Environmental Plan No 26 – City West*, Schedule 4 Heritage items, Part 3 Items in The Bays Precinct. Given the heritage status of the structure this Heritage Impact Statement (HIS) has been prepared to accompany the development application.

Sydney Regional Environmental Plan No 26 – City West (Amendment No 7 – Bays Precinct) identifies the Silos as sitting within 'The Bays Precinct' and, within the Precinct, the structure is recognised as a heritage structure read alongside the Anzac Bridge and the White Bay Power Station.

In seeking a 10 year extension to the display of the signage, there will be no new physical works, there will be no change to the 1am curfew (unless residential development occurs on the White Bay Power Station site at which time the signage would either be removed or the curfew restricted to 11pm). The Applicant will provide public benefit offer as required under clause 18 of SEPP 64. The offer will be delivered under a VPA. The offer will comprise of a monetary contribution commensurate with the offer currently in place, which equates to \$125,000 paid annually to Inner West Council.

1.1 SITE LOCATION

The subject site, known as Glebe Island Silos, is located at Victoria Road, Glebe Island. The site is located within the Inner West local government area (formerly Leichhardt Council).

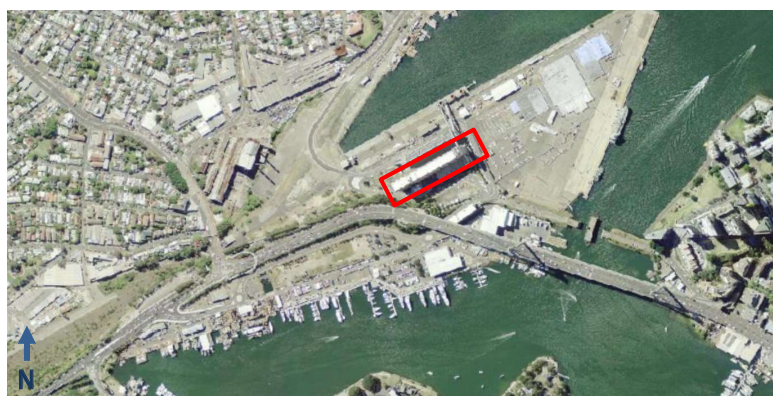


Figure 1 – Location plan showing the Glebe Island Silos edged in red (Source: NSW Spatial Information Exchange, SIX Maps)

1.2 HERITAGE STATUS

The Glebe Island Silos site is identified by its primary address of Victoria Road, Glebe Island. The following statutory lists have been reviewed with respect to the following local government and state agencies:

- Glebe Island Wheat Silos are listed as an item of local significance on the *Sydney Regional Environmental Plan No 26 – City West* (SREP 26), Schedule 4 Heritage items, Part 3 Items in the Bay Precinct, Buildings/Structures, Item 1 - Glebe Island wheat silos (components A, B and C as identified on Map 4). Glebe Island Silos have protection under SREP No 26.
- Glebe Island Silos are listed under Heritage Act - s.170 NSW State agency heritage register - Sydney Ports Corporation. Section 3. Listing on this register does not mean the silos have been assessed as having "State" significance.
- Glebe Island Silos are not listed as a heritage item on the *Leichhardt Local Environmental Plan 2013* (LLEP 2013), Schedule 5 Environmental Heritage (see Figure 2); and
- Glebe Island Silos are not listed on the State Heritage Register (SHR) and do not have State heritage significance.

The following heritage items of "State" significance are listed on the State Heritage Register and located in close proximity to the subject site:

- White Bay Power Station, Victoria Road, Rozelle (SHR Listing No: 01015); and
- Glebe Island Bridge (RMS Bridge No. 61), Bank Street, Victoria Road, Pyrmont (SHR Listing No: 01914).

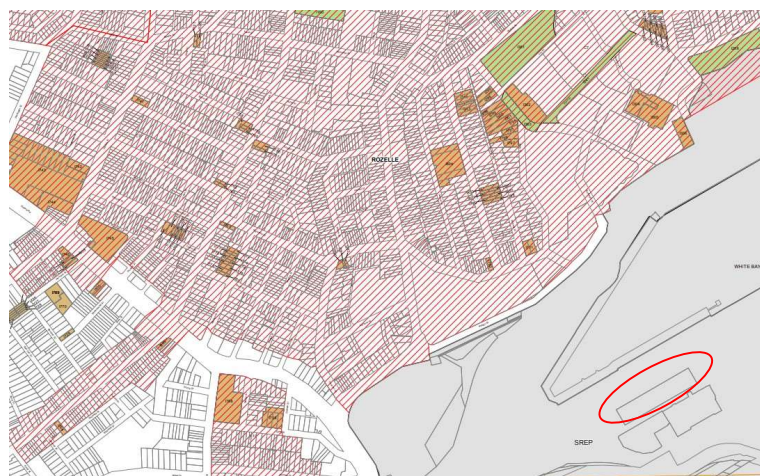


Figure 2 – Heritage Map showing the subject site circled in red. The Glebe Island Silos and the White Bay Power Station are located west of the subject site (Source: Leichhardt LEP, HER_MAP_007)

1.3 AUTHORSHIP

This report has been prepared by Samantha Polkinghorne, Director, of **NBR**SARCHITECTURE.

2.0 DOCUMENTARY EVIDENCE

2.1 GLEBE ISLAND

The following (italicised) history of Glebe Island is reproduced in full from Peter Reynolds, *Glebe Island, Dictionary of Sydney*, 2008, http://dictionaryofsydney.org/entry/glebe_island, viewed 29 Aug 2017.

Glebe Island

The rocky outcrop known as Glebe Island was originally accessible from the Balmain shoreline only at low tide until a causeway was laid in the 1840s. In 1841 surveyor William Wells created a subdivision for the Balmain end of the island with four intended streets and six sections containing a total of 86 lots. The subdivision did not eventuate.

Abattoirs and bridges

In 1850–54 Colonial Architect Edmund Blacket designed stone buildings for a public abattoir on the island. According to Joan Kerr, Blacket's chosen architecture was Norman in inspiration – round-headed openings and simple decoration. Kerr states that the abattoir was almost certainly based on an American design.

On 7 September 1860, Balmain Council resolved to approach the owners of the unsold parts of the Balmain Estate for a grant of land to build a road to the island. The Pyrmont Bridge Company built a low-level timber-framed bridge that connected the island to Pyrmont, and thus to the city, in 1861.

The abattoirs featured prominently in the 1882 Royal Commission into noxious and offensive trades, instigated by complaints from Balmain and Glebe Point residents. The commission found that in 1882, 524,415 sheep, 69,991 cattle, 31,269 pigs and 8,348 calves were slaughtered there.



Figure 3 – Glebe Island Abattoirs, 1870-71. (Source: State Library of NSW, FILE NUMBER: FL1775294)

On 28 June 1903 the new bridge to Pyrmont, designed by Percy Allan, Assistant Engineer for Bridges in the NSW Department of Public Works, opened. Like the ground-breaking Pyrmont Bridge being built at the same time, the second Glebe Island Bridge was a swing bridge swivelling on a massive central stone pivot-pier with timber-trussed side spans. The two bridges 'are among the structures standing as monuments' to Allan's skill. Under the Local Government Act of 1906, the 34-acre (13.7-hectare) Glebe Island was added to the municipality of Balmain.



Figure 4 – Glebe Island Bridge, ca1881-1910. (Source: NLA, PIC P803/14/31 LOC Row 64/nla.obj-138926580)

Wharves and silos

From 1912, the Sydney Harbour Trust (later Maritime Services Board) planned broadside wharfage at Balmain East and along the southern shore of Balmain, including Glebe Island. Also in 1915 the Metropolitan Meat Industry Board resolved to abolish the abattoirs and build a new facility at Homebush. By 1915 Robert Saunders, the Pyrmont quarry master, had been commissioned to level the island to make it suitable for wharves. Saunders's firm dumped a great quantity of excavated ballast at the eastern end of the island for wharfage. Many cubic feet of quality dimension stone, however, were carefully cut away and almost certainly used for construction projects. Some 250 of Saunders's men were still working on the island in 1920.

Glebe Island was an early success for the Harbour trust. Wharves were built on three sides of the levelled rocky outcrop from 1912. The reconstructed fourth side was attached to the Rozelle shoreline as part of the extensive reclamation of Rozelle Bay and White Bay which had begun in the 1890s.

Glebe Island became the site of a grain elevator and tall concrete silos, operated from 1921 by the Grain Elevators Board of NSW. The 1958 Australian Encyclopaedia records that the bulk wheat terminal had a capacity of 7,500,000 bushels (202,500 tonnes).

During World War II much of the island was commandeered for the United States main army depot in Sydney, but bulk handling of grain continued until 1990 when the wheat terminal was transferred to Port Kembla and the wharfage remodelled for containerised cargo. Until November 2008, the island was the AAT terminal for imported motor vehicles. Some silos were demolished, while from 1991 Australian Cement (now Cement Australia) used 16 of them as a bulk cement terminal. These are now heritage-listed.



Figure 5 – Detail from Map of Sydney / by H.E.C. Robinson Ltd, ca 1900. Portion of Glebe Island at far left. (Source: State Library of NSW, FILE NUMBER: FL3699330)

In the 1990s a high-level, cable-stayed, reinforced concrete six-lane bridge spanning 345 metres between two 120-metre towers was built above the older Allan-designed Glebe Island Bridge. Named Anzac Bridge, the arterial structure opened on 3 December 1995.

In the lead up to the Sydney Olympics in 2000, the silos were painted to mimic Grecian columns and a massive entablature was attached to the top of the structure to take advertising. With the lack of research characteristic of such claims, it is often referred to as 'the largest billboard in the southern hemisphere.'

2.2 HISTORY OF THE SUBJECT SITE

Silos and the railway are inseparable. Early last century the wheat industry was almost wholly dependent on rail. The NSW wheat belt was patterned by railways in zones approximately 50 kilometres wide to service the farming community. Before the advent of silos, bagged wheat was loaded directly into waiting rail wagons. An increase in grain production outstripped the availability of wagons, necessitating temporary storage by stacking bags, up to up to twenty high, in the railway yards. In 1916 across NSW a huge

amount of grain that had accumulated during the war, was lost through wet weather, rodents and insects. The loss prompted the government to propose the construction of bulk storage Wheat Silos of NSW 139 facilities, resulting in the Grain Elevator Act 1916, with a program to construct sixty-eight silos at select points along existing railway lines, plus a Sydney terminal

In 1916, the State Government acknowledged the necessity for a state-wide system of bulk handling of wheat, in part to compete with "wheat-producing countries nearer the market – the United States, Canada and the Argentine, which derive advantages from shorter distances and lower freights". Hence in October, the Parliament passed the "Grain Elevation Act" which authorised funding of £2,000,000 for the construction of a terminal grain elevator at Sydney with another at Newcastle, and "not more than 200" country grain elevators. Glebe Island was selected as the site of the chief bulk handling terminal elevators following the construction of the Glebe Island railway and wharfage scheme under the auspices of the Sydney Harbour Trust and Railways Department.

The following January, the Government called tenders for the "complete erection and installation, including all machinery, of a bulk handling system for wheat for New South Wales". The Government subsequently awarded the contract for the construction of the terminal elevators at Glebe Island with a capacity of 3,000,000 bushels, comprising over 70 silos and a working house. By May 1918, preparation of the foundations for the terminal elevator had commenced on the site, necessitating extensive rock excavations and an average workforce of 260 men.

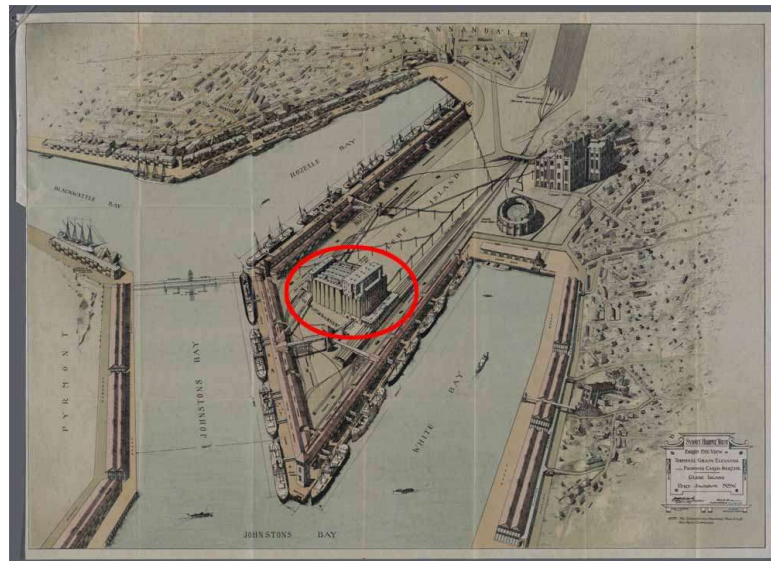


Figure 6 – Birds eye view of terminal grain elevator and proposed cargo berths, Glebe Island, Port Jackson, N.S.W. / H.D. Walsh, Engineer-in-Chief; W.E. Adams, Principal Assistant Engineer; drawn by W.H. Withers; T.C. Groom, Chief Engineering Draughtsman, 25/9/1915. (Source: NLA, nla.obj-229933525)

In 1919, the *Sydney Morning Herald* gave the following account of progress on the bulk wheat handling facility on Glebe Island:

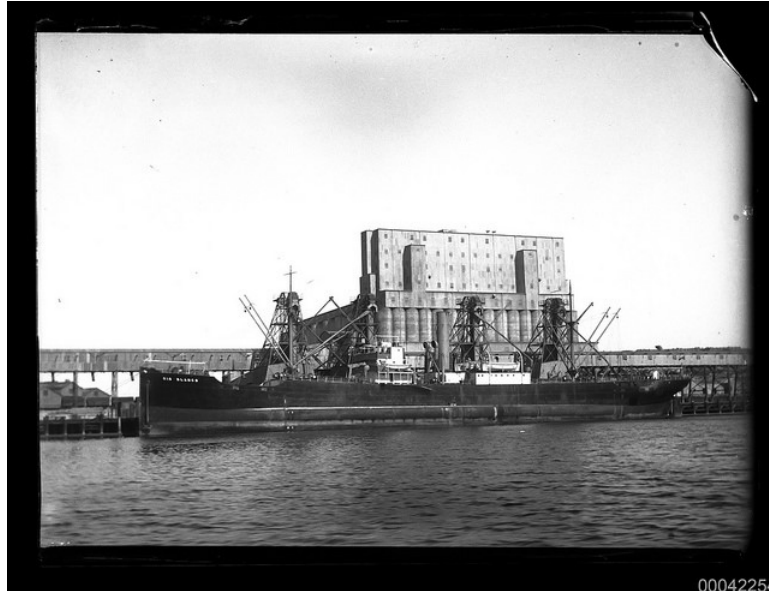
A few minutes' run up Johnston's Bay would bring the visitor to Glebe Island, and here he would be confronted by one of the greatest harbour works of the day - the construction of a huge wheat terminal. Occupying a large square in the middle of the so-called island, where the rugged hill has been blasted away and used to reclaim portions of the foreshore, stands a huge mass of concrete, for all the world like a section of an immense honeycomb. It is the much talked-of silo, about a third completed. The face which it presents to White Bay is a series of vertical concaves, which are sections of some of the 60 enormous cylinders which will be enclosed in the mountain of concrete which is being created. Roughly speaking, the structure will be 300 feet by 260 feet, and to avail of the whole of its valuable storage space 45 interspace chambers of irregular shape are being constructed between the circular cylinders. Along a railway which is nearing completion, wheat will be brought from all parts of the State right to the base of the silo. Conveyers will pick it up from the trucks and carry it into the working houses from where, after being cleaned and graded, it will be discharged into the giant bins of the silo. The steel framework of the huge gantry which will take the bulk wheat from the silo to the water's edge is springing up, and from it conveyers will run out along the wharfs, serving large discharging towers which will rise up at intervals, and from which the golden grain will shower down into the holds of the ships. The wharf which will run along the island is now in course of construction. The coal wharf, about 1100 feet long, which was already in existence, running from the White Bay end of the island, is being raised four feet, and widened and strengthened, to adapt it for its new use. Junctioning with it a new wharf is being built, which will give a length of 3440 feet, running into Johnston's Bay. There will be berths for five of the largest wheat carriers, and it is proposed, when more are required, to work back along the other side of the island towards Rozelle Bay. The huge plant, comprising the silos, the railways, and the wharfs, is expected to be in full working order next year.¹

Construction of the bulk handling terminal was completed and operational by the end of 1921. Capacity was increased at Glebe Island in 1935/36 with a 1-million-bushel annexe.



Figure 7 – Six photographs of the construction of the grain silos on Glebe Island, New South Wales [picture] / A.G. Foster, 1919-45. (Source: NLA, <http://nla.gov.au/nla:obj-142762061>)

¹ Sydney Morning Herald, 17 November 1919, p6



00042254
Figure 8 – RIO Blanco at the wheat silos, Glebe Island, 26 April 1924 / Frederick Wilkinson. (Source: Australian National Maritime Museum, 00042254)

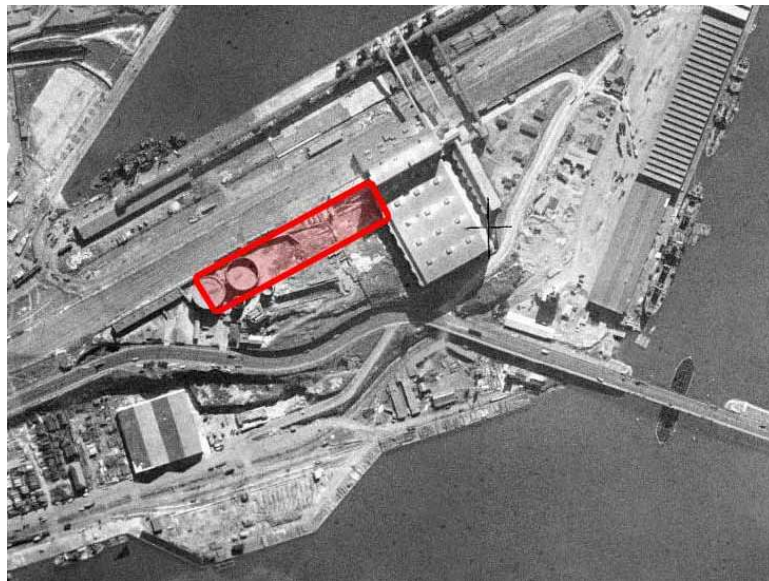


Figure 9 – Detail from 1943 aerial survey of Sydney showing original silo configuration. The approximate site of the subject silos outlined and shaded red. (Source: NSW Land & Property Information, SIXMaps)

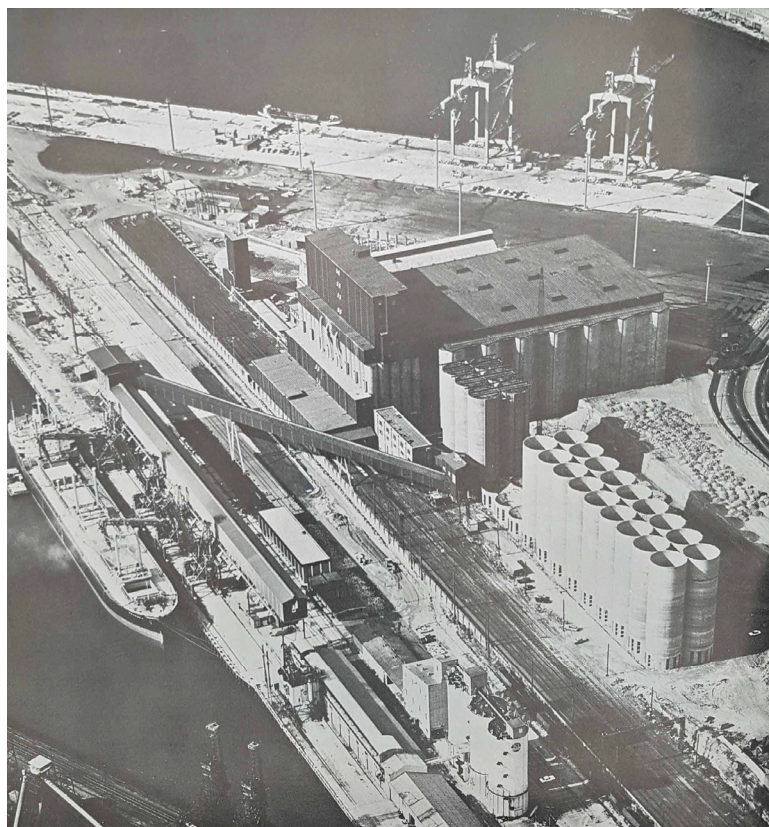


Figure 10 – Sydney Terminal Elevator, Glebe Island. Aerial view showing the southern end of the new storage bins (subject bank of silos) under construction, July 1972. (Source: 50 Years of Bulk Grain Handling in New South Wales)

From 1954, the bulk handling of grain across the state was under the jurisdiction of a newly formed authority, the NSW Grain Elevators Board. During the 1960s there was a wheat production explosion. The 1962/63 season saw New South Wales farmers produce over 100 million bushels for the first time. This record was broken over consecutive years until 1968/69, when the over 192 million bushels passed into and through the grain elevator system. As a consequence of the record wheat haul, in 1970, McDonald Wagner & Priddle, architect-engineers, prepared plans for additional grain elevators to double the storage capacity for wheat at Glebe Island. The 3-million-bushel cell block at Glebe Island was completed in 1973, with a storage capacity of 10.5 million bushels. By this time, shipments at the Sydney and Newcastle terminal elevators included wheat, maize and sorghum.

In 1985, the NSW Government commissioned construction of the Port Kembla elevator in to replace the Sydney grain export elevator at Glebe Island. Glebe Island ceased operation as a grain terminal elevator in 1989 when the new facility at Port Kembla became the major grain export site for NSW.



Figure 11 – Glebe Island Silos, pre-2000. This view shows the north-eastern elevation of the subject bank of silos at centre right. Note the structure perched on top of the silos and the northern tower. (Source: Flickr, <https://www.flickr.com/photos/59203598@N00/14624518444>)



Figure 12 – Pyrmont, New South Wales, Sydney, pre-2000. The signage is affixed to the earlier silos, prior to their demolition. The subject silos can be seen to the left of the image. (Source: Scott Bird Heritage Photography)

In May 1992, the Minister for Planning granted development consent to an Olympic Games 2000 Mural and the provision for sponsor advertising and lighting on the Glebe Island Silos. Consent was limited to a 10-year period. Two years later, part of the silo complex was modified for cement storage. Part of the silo group was converted for sugar storage.

In May 2000, the *Glebe Island and White Bay Master Plan*, prepared by the Sydney Ports Corporation, was adopted by the Minister for Urban Affairs and Planning. One year earlier, the Government awarded a contract to Metropolitan Demolitions and Recycling to demolish the eastern side disused silos to make more productive use of the land at Glebe Island. The original block of silos, c1920, was found to be in poor condition and could not be renovated. A substantial amount of concrete from the demolished silos was recycled for road base in the Port precinct.

Between 2002 and 2005, the advertising structure remained on the silos while Eye Corp Pty Ltd consulted with the Department regarding a development control plan (DCP) for advertising signage. The Glebe Island Advertising Signage DCP was adopted in December 2004, which included a requirement to limit consent for the display of advertising signage to a three-year period.

On 30 August 2005, Sydney Harbour Foreshore Authority (SHFA) granted development application consent to retain the previously approved signage with minor modifications, limiting the consent to a three-year period.

On 17 October 2008, HFA granted a further consent to retain the signage for a further three-year period.

On 11 April 2012, the Department approved a development application for a three-year temporary consent for the existing signage structure on the Glebe Island silos (DA 041-09-2011). Consent lapsed on 11 April 2015 and a modification application was lodged in February 2015. The Department granted consent on 13 February 2016 to a three-year extension of the signage to 11 April 2018.

The current extension to the signage lease was approved in 2018; and will cease operation on the 11th of April 2022.

3.0 PHYSICAL EVIDENCE

3.1 CONTEXT

Glebe Island Silos, White Bay Power Station, White Bay Container Terminal and Anzac Bridge forms part of a closely related group of large-scale industrial structures and spaces which define the western entry point to the city of Sydney. They lie within the area identified as The Bays Precinct, an area which has been the subject of extensive planning to allow for the future development of the area whilst protecting those elements of the site which are of cultural significance.

White Bay Power Station is currently vacant, however urgent maintenance and conservation works are currently under consideration and are proposed to be carried out in the near future.

Dry bulk ships, cruise ships and ad hoc port related ships continue to use the port at Glebe Island and White Bay, including Glebe Island Berths 7 and 8, which are used by the existing tenants of the Glebe Island Silos (Sugar Australia and Cement Australia) as well as the adjacent port tenant, Gypsum Resources Australia. Port trade and shipping is forecast to increase over the next 10-15 years with the continuation of these trades and the approval and construction of two additional bulk handling facilities on Glebe Island (Multi-user Facility and Hanson's concrete batching plant and aggregate import facility). Longer term, the draft Bays West Place Strategy speaks to an integrated outcome with the retention of essential port and working harbour activities and urban redevelopment.

The following images used to describe the setting of the Silos and the relationship between the heritage items were taken in 2021 and 2017. Due to current roadworks involving the major upgrading of the intersection of Victoria Road some images describing the structure date from the earlier time.

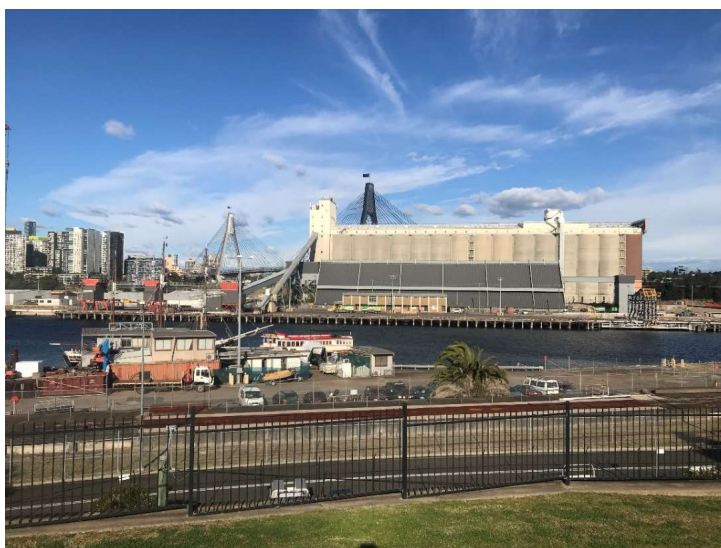


Figure 13 – View of the northern elevation of the silos, facing away from the Western Distributor (A4 Motorway), with the towers structures of the Anzac bridge visible. (Source: NBR SARCHITECTURE, June 2021)



Figure 14 – View looking northeast from the Victoria Road overpass near Lilyfield Road to White Bay Power Station, a heritage item of State significance, located north of the Glebe Island Silos (Source: **NBR**SARCHITECTURE, October 2017)



Figure 15 – View looking east from the shared path (pedestrian walkway and cycle path) located on the northern side of the Anzac Bridge and Western Distributor. The ANZAC Bridge forms the western gateway to the Sydney CBD (Source: **NBR**SARCHITECTURE, October 2017)

3.2 DESCRIPTION OF THE SILO STRUCTURE

The Glebe Island Silo structure comprises thirty cylindrical concrete silos arranged in two rows of fifteen. The silos are constructed in concrete and built as one element. The tower and conveyor room are clad in profiled metal sheeting fixed to a steel frame. The silo group comprises the following components:

- an enclosed conveyor arm extending from a motor room at the wharf edge to the upper north-eastern corner of the building;
- A machinery tower at the eastern end that rises from the ground to above the level of the adjacent silos; and
- A horizontal conveyor room which distributes the cargo to the selected silo. The conveyor machinery is housed under a skillion roof which falls from south to north.

The location of the advertising signage is to the South and West Elevations of the structure, its size limited to the depth of the conveyor room. It should be noted that the proposal put forward in the original development application contemplated a larger area of signage, we understand however that in negotiations with the consent authority at that time the signage area was reduced to be in line with the conveyor room dimensions. The current proposal does not propose any change to this arrangement.

A gantry has been externally mounted to the silos and is used for maintenance and mounting the signage. The advertising panels on the silo measure 22.1m x 6.1m (134.8m² advertising display area) on the West Elevation. The South Elevation comprises three panels measuring 61.7m x 6.1m, 61m x 6.1m and 51m x 6.1m (1037m² advertising display area). The following figures and captions describe the Glebe Island Silo structure.



Figure 16 – View east looking from the overpass over the Western Distributor and approach to the Anzac Bridge showing the west elevation of the silos painted and advertising mounted on the upper level (Source: NBRARCHITECTURE, October 2017)

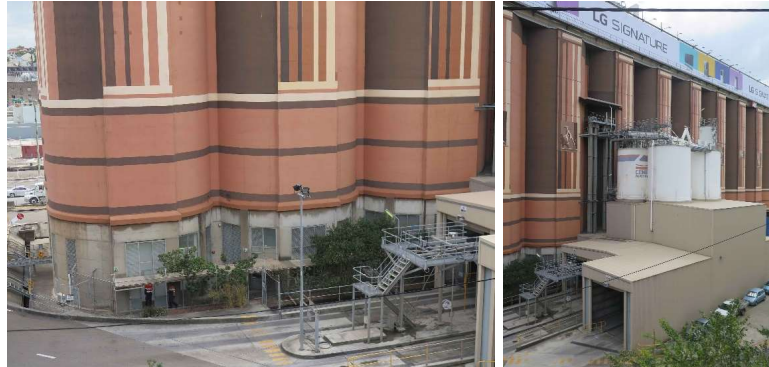


Figure 17 – View north and northeast from the Anzac Bridge shared path to the West Elevation of the Glebe Island Grain Silos showing the unpainted base of the silos (left). Murals are painted on the upper levels depicting classical columns, Olympics Games sporting motifs and signage structure at the top of the silos. Cement storage operates within structures at the base of the silos. Due to the height of the adjacent road deck this part of the structure is not easily available from the public domain. (Source: **NBR**ARCHITECTURE, October 2017)



Figure 18 – View northeast from the Anzac Bridge shared path to the West Elevation of the Glebe Island Grain Silos showing the murals painted on the concrete silos depicting classical columns, Olympics Games sporting motifs and signage structure at the top level. There are no changes proposed to the existing Olympic murals. (Source: **NBR**ARCHITECTURE, October 2017)



Figure 19 – View north from the Anzac Bridge shared path to the West Elevation of the Glebe Island Grain Silos showing the Anzac Soldier in the foreground (at left) and view of silos through the security fence (Source: **NBR**SARCHITECTURE, October 2017)

3.3 VIEWS AND VISTAS

Glebe Island Silos are highly visible from residential areas that include Balmain, Glebe, Annandale and Pyrmont. Views are defined by a port with industrial buildings and marine activity. No advertising is visible from the residential areas of Rozelle and Balmain.

Views and vistas are evident when travelling in a westerly direction in an elevated position across the ANZAC Bridge from the city. Views are less apparent when travelling in an easterly direction along the Western Distributor towards the CBD.



Figure 20 – View looking east from the Victoria Road overpass near Lilyfield Road showing the subject Glebe Island Grain Silos, Anzac Bridge and Sydney Harbour Bridge. Victoria Road is visible in the foreground (Source: **NBR**SARCHITECTURE, October 2017)



Figure 21 – View looking east from the Victoria Road overpass road deck, showing the relationship between the Anzac bridge, the Silos and the White Bay Power Station (the structure to the very left of the image). (Source: **NBR**SARCHITECTURE, June 2021)



Figure 22 - Wider view from Federal Park providing a clear view of the waterfront and relationships between the major elements on the further shore. The large structure sitting between the Silos and the Power Station is the more recent boat storage facility. (**NBR**SARCHITECTURE)



Figure 23 – Close view north from Jubilee Park showing the relationship between White Bay Power Station (left hand side of image mostly obscured by the recent boat storage structure) the Silos, and the approach deck of the Anzac Bridge. This image also describes the scale of the water-based development which is a major component of views of the further shore from the parks area. The form and scale of the silos can still be clearly appreciated in these views. (Source: **NBR**SARCHITECTURE, June 2021)



Figure 24 – Night view of the Silos from Jubilee Park alongside the other city lights. (**NBR**SARCHITECTURE June 2021)

3.4 VISUAL CURTILAGE

The Glebe Island Silos are highly visible, and legible as such, when travelling along Victoria Road, the Western Distributor and the Anzac Bridge. The Glebe Island Silos are visible from Robert Street (which borders the Port Authority lands to the north) and Rozelle the adjoining suburb to the north. Glebe Island Silos are visible from Pyrmont to the east, when travelling in a westerly direction along the Western Distributor and across the Anzac Bridge and from the surrounding waterways.

Views from the southern side of Rozelle Bay are easily available, however given the more distant vantage point the views include a high level of adjacent visual activity. The form and scale of the silos are still clearly appreciated as such. These views also include the Anzac Bridge, the White Bay Power Station, which is generally obscured by the recent boat storage structure in these views.

It should be noted that whilst the Silos, the Anzac Bridge and the White Bay Power Station are all identified as having cultural significance within The Bays Precinct there are no specific views that describe any particular relationship or significance between the structures; their visual relationship being co-incident.

3.5 COMPARATIVE ANALYSIS – SIGNAGE ON HERITAGE BUILDINGS

"Conserving Historic Signs – Conservation Guidelines for Historic Signs and New Signs on Heritage Buildings" (2006), prepared by NSW Heritage Office, is a publication providing guidelines about signage on heritage items.

The following is taken from the publication "Conservation Guidelines for Historic Signs", Section 4 New Signs on Heritage Buildings:

4.1 Minimise the impact of new signs

Generally, the recommended conservation policy is to promote well designed signs which do not detract from the cultural significance of existing historic signs or the aesthetic quality of the individual building or conservation area. A general conservation policy for new signs on historic buildings is to minimise their impact on the cultural significance of heritage buildings and conservation areas.

New signs, building name signs and advertising signs have the potential to detract from the appreciation of a building, townscape, conservation area and landscape. Consideration of the quality, location and design of new signs is needed so that they do not intrude upon the visual quality of its setting. The essential characteristics which make a building significant should remain as visually dominant, while signs and other advertising should be limited to traditional locations.

New signs are an essential part of a business and a commercial reality. The continuation and change of signs on buildings is anticipated as building owners change and the need for new advertising continues. Historical layering of signs will occur and should be allowed, provided they do not adversely damage the significant qualities of a building or the streetscape value.

4.2 New signs

4.2.1 Styles and design

New signs need not imitate the period of the building, but could be a contemporary interpretation...

The architectural and historical character of the building, surrounding buildings and the streetscape must not be compromised by inappropriate design, size and colour scheme of a new sign or signs. Therefore, the sign should enhance, reinforce, not detract from, or obscure, any important features of the building. the colours for the new sign should suits the style and period of the building.

Comment:

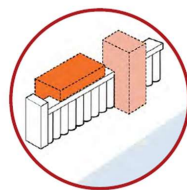
The existing signage atop the Silos does not obscure any parts of the distinctive cylindrical form of the containers, and its location is limited to that of the existing conveyor structure.

The architectural character and historic use of the structure remains clearly legible in all views.

3.6 FUTURE ADAPTIVE REUSE OF THE SILO STRUCTURES

Illustrated within *The Bays West Urban Design Framework*² is the intention to provide for future development of the heritage structures on the site. The goal is to put in place a framework which will assist establishing possible future uses for the industrial structures alongside the redevelopment across the precinct for a new, less industrially focussed use.

It is not envisaged that the level of precinct development contemplated in these initiatives will be implemented within the next ten years.



Silo Transformation

Consider maximising the long-term opportunities to transform the Silos into an incredible landmark for the Precinct, still linked to the foreshore and integrated into the public domain network. This includes opportunities to support a variety of uses, including ongoing working harbour requirement, and remaining a signifier of the maritime history of the site.

Figure 25 - These initiatives contemplate major changes to the way in which the silos will be used and perceived.

This potential future will necessarily end the lease of the advertising signage on the silo structures.

² Bays West Urban Design Framework (Draft for Consultation) , prepared by Terroir for the Department of Industry and Planning p.47

4.0 THE PROPOSAL

4.1 DESCRIPTION

The application is seeking consent for the retention of the existing signage on the Glebe Island Silos, and for the ongoing use of the structure for the display of illuminated advertising signage for a period of 10 years.

- The physical fabric of the signage structure remains unchanged and includes retention of the existing galvanised steel signage structure mounted on the existing silo roof structure of the Southern and Western Elevations. Signage structural elements include longitudinal static line, existing lighting (540 lux to western elevation and 665 lux to southern elevation), walkway and handrail.
- There is no change to the Olympic Games 2000 murals and lighting approved in 1992 – an initiative conceived by community arts program including local schools and interested community groups and professional artists.

Conditions of Consent

The proposal also includes the carrying over of specific existing consent conditions which have been negotiated and agreed with Inner West Council and respond to local amenity issues and the provision of a monetary fund which, at Council's discretion, can be used to undertake conservation works to heritage buildings.

- Condition B4 - the signage is not to be illuminated between 1am and 6am.
- Condition B5 - Graphic material is to comply with minimum coefficient of luminance intensity per unit area for Class 2A material in accordance with AS 1906.1:2007.
- Condition B6 - a VPA with Inner West Council is to be entered into. Under the VPA oOh!media pays an annual monetary contribution of \$125,000 to the Council each year of the consent duration.
- Condition B7 - a requirement that if Glebe Island is redeveloped as part of the urban renewal of the Bays Precinct prior to the expiry of the consent, the Applicant is to gain approval from the Secretary to continue the use of the existing sign.

The application benefits from existing use rights to overcome the land use prohibition that is created under Clause 10 of the SEPP 64.

4.2 CONSULTATION WITH INNER WEST COUNCIL

The consultancy team met via a Skype meeting with representatives of Inner West Council on Wednesday 2nd of June 2021. The agenda was to discuss the proposed Development Application seeking consent to extend the use of the advertising space on the Signage Zone of the Glebe Island Silos for a ten-year period commencing 11 April 2022.

Council representatives included:

STATEMENT OF HERITAGE IMPACT - GLEBE ISLAND SILOS – ADVERTISING SIGNAGE DA

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- Tina McGregor, Manager Development Advisory Services, Inner West Council;
- Niall Macken, Heritage and Urban Design Advisor, Inner West Council;
- Rachel Josey, Manager Development Advisory services, Inner West Council;
- Vishal Lakhia, Urban design Advisor, Inner West Council; and
- Manod Wickramasinghe, Traffic and Transport Planning Manager, Inner west Council.

The following heritage matters were discussed at the meeting:

- Council officers agreed the Glebe Island Silos was a heritage item of local heritage significance.
- Council officers were concerned that the signage may impact the heritage significance of the Glebe Island Silos.
- The discussion regarding the potential impacts on the significance of the items was discussed in light of the proposal being a continuation of an existing use. This existing use was acknowledged by Council, and the matter of interpretation was raised.
- It was noted, there is no dedicated heritage interpretation of the Glebe Island Silos and their setting. It was agreed the general public needs to better understand the cultural significance of the Glebe Island Silos site within the existing setting.
- It was discussed that some form of interpretation be considered. A suggestion was put forward that the signage area may include some historic images as a means of interpretation.
- In addition, it was acknowledged that the original form and fabric has been retained, remains legible from the public domain and that the signage is readily reversible.
- The voluntary monetary contribution to Inner West Council was discussed; Council agreed for this recommendation to be included in the development application.
- Mention was made that it could be used for interpretation or conservation works; no specific use was agreed upon. It was agreed however that Council would be responsible for the distribution of the funds as they see fit.
- The question of the potential future adaptive re-use (Transformation) of the structure as part of the (Draft) Bays West planning framework was raised. It was agreed that this work is highly unlikely to be contemplated within the ten-year timeframe put forward for the retention of the signage.
- It was discussed that should these works be brought forward then the signage use would cease.
- It was also discussed that should the conservation and development of the White Bay Power Station, or any other development contemplated in the Bays West strategy be commenced an appropriate time would be established to remove the illumination in response to providing acceptable amenity.

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5.0 EVALUATION OF HERITAGE CONTROLS

5.1 HERITAGE STATUS

The Glebe Island Silos site is identified by its primary address of Victoria Road, Glebe Island. The following statutory lists have been reviewed with respect to the following local government and state agencies:

- Glebe Island Wheat Silos are listed as an item of local significance on the *Sydney Regional Environmental Plan No 26 – City West* (SREP 26), Schedule 4 Heritage items, Part 3 Items in the Bay Precinct, Buildings/Structures, Item 1 - Glebe Island wheat silos (components A, B and C as identified on Map 4). Glebe Island Silos have protection under SREP No 26.
- Glebe Island Silos are listed under Heritage Act - s.170 NSW State agency heritage register - Sydney Ports Corporation (Port Authority of NSW). Section 3.
- Glebe Island Silos are not listed as a heritage item on the *Leichhardt Local Environmental Plan 2013* (LLEP 2013), Schedule 5 Environmental Heritage (see Figure 2); and
- Glebe Island Silos are not listed on the State Heritage Register (SHR) and do not have State heritage significance.

The following heritage items of "State" significance are listed on the State Heritage Register and located in the vicinity of the subject site:

- White Bay Power Station, Victoria Road, Rozelle (SHR Listing No: 01015); and
- Glebe Island Bridge (RMS Bridge No. 61), Bank Street, Victoria Road, Pyrmont (SHR Listing No: 01914).

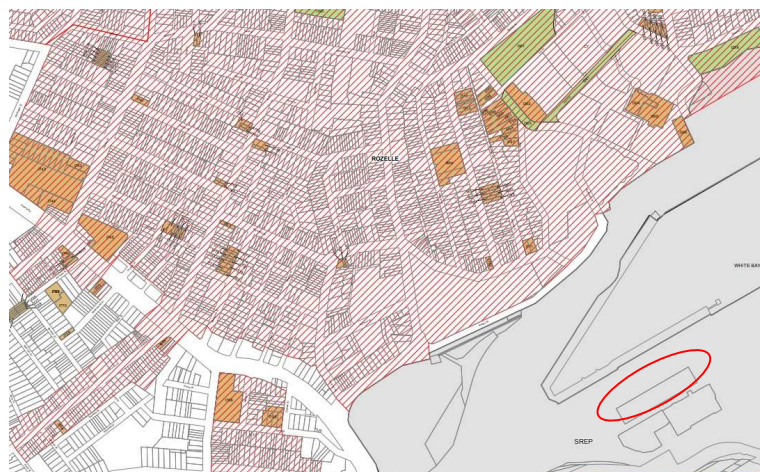


Figure 26 – Heritage Map showing the subject site circled in red. The Glebe Island Silos and the White Bay Power Station are located west of the subject site (Source: Leichhardt LEP, HER_MAP_007)



Figure 27 – Plan showing the curtilage and site boundaries of White Bay Power Station, a heritage item of State heritage (SHR 010115) (Source: Heritage Council of NSW – Inventory Sheet)

Sydney Regional Environmental Plan No 26 – City West The Bays Precinct (SREP 26)

The following heritage items, located in close proximity to the subject site, are listed on the *Sydney Regional Environmental Plan No 26 – City West* (SREP 26), Schedule 4 Heritage items, Part 3 Items in the Bays Precinct Buildings/Structures:

- Item 1 - Glebe Island wheat silos (components A, B and C as identified on Map 4);
- Item 4 - Sewerage pumping station, Roberts Street;
- Item 5 - Monument, Glebe Island;
- Item 9 - Railway truss bridge, Johnston Street; and
- Item 11 - White Bay Power Station complex

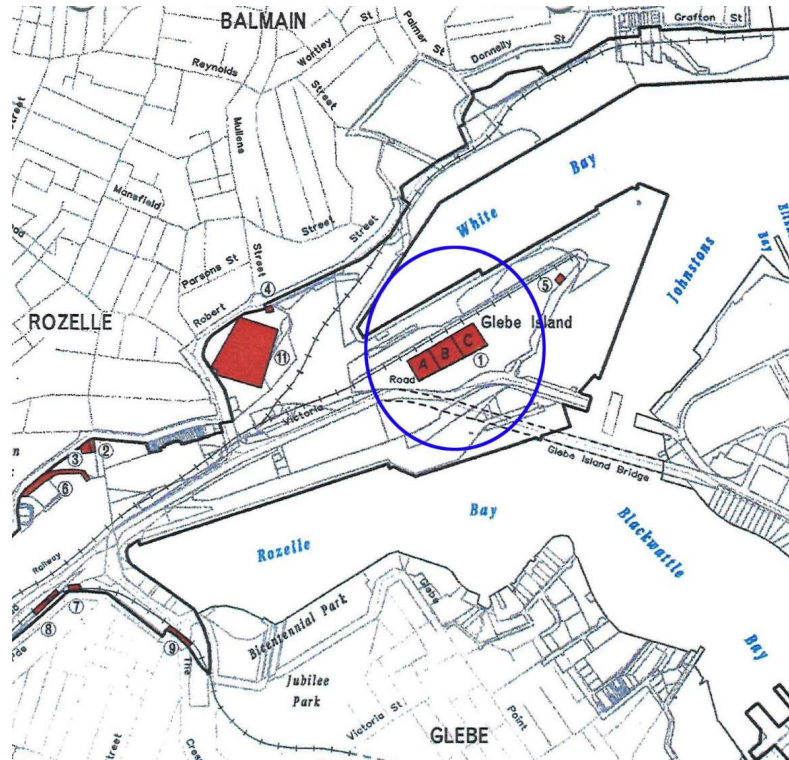


Figure 28 – Location of heritage items in the Bays Precinct showing the Glebe Island Wheat Silos circled in blue (Source: Detail of SREP No 26, Map 4 Sheet 3 Heritage and Conservation)

5.2 HERITAGE SIGNIFICANCE

5.2.1 GLEBE ISLAND WHEAT SILOS

The following statement of significance is taken from the database heritage inventory sheet for Glebe Island Silos, prepared by NSW Office of Environment & Heritage (Database No: 4560016):

Glebe Island Grain Terminal is a seminal site in the development of the bulk wheat storage and export industry in Australia. As such it has a pre-eminent position in the historical development of one of Australia's most important primary industries. It was the first and most important of the port terminals and encompassed technologies that were specific to the industry and influential in the development of that industry throughout the country. The first construction phase is particularly noteworthy because of the circumstances of its wholly imported design and technological expertise.

The carefully planned and integrated system, by the 1930s, was considered to be one of the largest, most efficient and well-planned installations of its type. The fabric contained within the site, although compromised by alterations and missing elements is capable of demonstrating and recording the evolution of the industrial processes that evolved over several decades. The silos, in particular, are the most visible and easily interpreted elements of that former use and form a powerful and well-known landmark. The site also has significance for its associations with, and demonstration of, Commonwealth and State government initiatives.

Comment:

The existing Silos certainly do demonstrate the most visible and easily interpreted elements of the former silo use that have been retained on the site; it should be noted that the retained fabric dates from the 1970's, with the original silo structures having been removed due to changes in use patterns on the site and their poor condition.

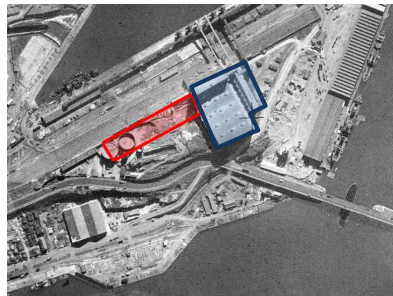


Figure 29 – Detail from 1943 aerial survey of Sydney showing original silo configuration shaded blue. The approximate site of the subject silos are shown in red. (Source: NSW Land & Property Information, SIX Maps)

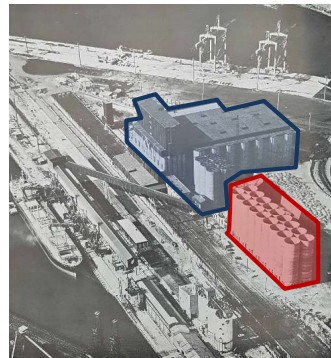


Figure 30 – Sydney Terminal Elevator, Glebe Island. Aerial view showing the southern end of the new storage bins, shown red, under construction, July 1972. The yet to be demolished original silos are shown blue. (Source: 50 Years of Bulk Grain Handling in New South Wales)

5.2.1 WHITE BAY POWER STATION

The following statement of significance is taken from the database heritage inventory sheet for White Bay Power Station, prepared by NSW Office of Environment & Heritage (SHR Listing No: 01015):

White Bay Power Station was the longest serving Sydney power station and is the only one to retain a representative set of machinery and items associated with the generation of electricity in the early and mid-twentieth century. It retains within its fabric, and in the body of associated pictorial, written archives and reports and oral history recordings, evidence for the development of technology and work practices for the generation of electrical power from coal and water. This development of power generation at White Bay contributed to the expansion of the economy of Sydney and New South Wales.

As a result of its remarkably intact survival, it retains the unique ability to demonstrate, by its location, massing, design, machinery and associated archives, the influence and dominance that early power-generating technology exerted on the lives and urban fabric of inner cities in the first half of the 20th century. The extant items within the surviving operational systems are of an impressive scale and exhibit a high degree of creative and technical achievement in their design and configuration. They encompass all aspects of the generation of electrical power, and represent all phases from the inter-war period through to the more sophisticated technologies of the mid-20th century. They are of exceptional technical significance with research potential to yield information not available from any other source.

Aesthetically, White Bay Power Station contains internal and external spaces of exceptional significance. These spaces include raw industrial spaces of a scale, quality and configuration which is becoming increasingly rare and which inspire visitors and users alike. Externally, it is a widely recognised and highly visible landmark, marking the head of White Bay and the southern entry to the Balmain Peninsula and its industrial waterfront. It retains a powerful physical presence and industrial aesthetic and is the most important surviving industrial building in the area

White Bay Power Station has strong and special associations and meanings for the local community, for former power station workers and for others who have used the site, and is of high social significance. It is a potent symbol of the area's industrial origins and working traditions, aspects of community identity that are strongly valued today by both older and new residents. It is one of the few surviving features in the area that provide this symbolic connection.

It is the only coal based industrial structure, dependent on a waterside location to survive adjacent to the harbour in the Sydney Region. It also forms part of a closely related group of large scale industrial structures and spaces (White Bay Container Terminal, Glebe Island Silos, Container Terminal and Anzac Bridge) which along with the White Bay Hotel, define a major entry point to the city from the west.

Comment:

The existing Silos are visible in some views of the Power Station, however there is still a substantial space between the two structures. The signage does not alter any views of the Power Station, nor does it change the appreciation of the former industrial site.

5.2.2 GLEBE ISLAND BRIDGE

The following statement of significance is taken from the database heritage inventory sheet for Glebe Island Bridge (constructed 1899-1903), prepared by NSW Office of Environment & Heritage (SHR Listing No: 01914):

The Glebe Island Bridge, across Johnston's Bay, is of state significance as it demonstrates one of the earliest examples of an electric-powered swing bridge in Australia. Technically, it is a complementary structure to the already acclaimed Pyrmont Swing Bridge, and has all the same significant features, including the electrically-driven swing span. Both bridges were designed by Percy Allan, a highly-regarded Australian bridge designer of the late 19th and early 20th century. Both represent the only examples of such types of bridges in New South Wales and are still operable.



Figure 31 – View east from Somerville Road to Glebe Island Bridge, a heritage item of State significance. The Glebe Island Bridge currently remains open, although the swing bridge is operational. Prior to the construction of the Anzac Bridge, the Glebe Island Bridge provided the principal entry point to the CBD (Source: **NBR**SARCHITECTURE, October 2017)

Comment:

The signage atop the nearby Silos do not alter any views of the Glebe Island Bridge, nor does it change the appreciation of the bridge and its components.

5.3 COMPLIANCE WITH SYDNEY REGIONAL ENVIRONMENTAL PLAN NO 26 (SREP 26)

Sydney Regional Environmental Plan No 26 – City West Bays Precinct (SREP 26) establishes that the land use of signage is a permissible use on the site. The SREP zones the land as Port and Employment Lands. Signage is a permissible use on the land with consent. SREP 26 has heritage specific clauses that need to be addressed as part of development to, or in the vicinity of heritage items.

Statutory Control - SREP 26	This Proposal Relates to SREP 26 as follows:
<p>SREP 26, Division 6 Heritage conservation, Clause 29 General considerations</p> <p><i>Development of or including a heritage item, in the vicinity of a heritage item, or within a conservation area, must be compatible with the conservation of the heritage significance of the item or the character of the conservation area.</i></p>	<p>The subject site, Glebe Island Wheat Silos (Item 1), is listed as a heritage item in SREP 26, Schedule 4 Heritage items.</p> <p>In addition, the following heritage items are listed in SREP 26, Schedule 4 Heritage items and located in the vicinity of the subject site:</p> <ul style="list-style-type: none"> • Item 4 - Sewerage pumping station, Roberts Street; • Item 5 - Monument, Glebe Island; • Item 7 - Railway Bridge, Railway Parade; • Item 9 - Railway truss bridge, Johnston Street; and • Item 11 - White Bay Power Station complex. <p>The retention of the existing signage which is the subject of this development application does not alter the appreciation, setting or views of these heritage items.</p>
<p>SREP 26, Division 6 Heritage conservation, Clause 30 Duty of consent authority</p> <p><i>Before granting consent to any such development, the consent authority must consider:</i></p> <ul style="list-style-type: none"> ▪ <i>the heritage significance of the heritage item or conservation area, and</i> ▪ <i>the impact that the proposed development will have on the heritage significance of the heritage item and its setting or the conservation area, and</i> ▪ <i>the measures proposed to conserve the heritage significance of the heritage item and its setting or the conservation area, and</i> ▪ <i>whether any archaeological site or potential archaeological site would be adversely affected.</i> 	<p>The proposed development of a heritage item and within the vicinity of other heritage items, must be in keeping with the heritage significance and character of the respective heritage items.</p> <p>As the advertising signage is well above ground, the development will not impact the significance of the heritage item itself, nor other heritage items in the vicinity.</p> <p>No aspects of the proposal involve sub surface investigations.</p>

SREP 26, Clause 31 Conservation management plans and heritage impact statements

The consent authority must decline to grant consent for development relating to a heritage item or conservation area unless it has taken into consideration a conservation management plan or heritage impact statement which includes an assessment of the matters listed in clause 30.

This Statement of Heritage Impact (SHI) has been prepared in accordance Clause 31, to determine the positive and negative heritage impacts associated with providing a ten-year consent for the existing signage mounted on the upper structure of the Glebe Island Silos.

5.4 COMPLIANCE WITH THE STATE ENVIRONMENTAL PLANNING POLICY 64

State Environmental Plan Policy No 64 – Advertising and Signage (SEPP 64), Division 3 Particular Advertisements, Clause 21 Roof or Sky Advertisements is the primary environmental planning instrument applicable to signage in NSW. The aims and objectives of SEPP 64 is as follows:

- (1) This Policy aims:
 - (a) to ensure that signage (including advertising):
 - (i) is compatible with the desired amenity and visual character of an area, and
 - (ii) provides effective communication in suitable locations, and
 - (iii) is of high quality design and finish, and
 - (2) This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.

Statutory Control	This Proposal Relates to SEPP 64 as follows:
<p>SEPP 64, Division 3, Clause 21 Roof or Sky Advertisements</p> <p>(1) The consent authority may grant consent to a roof or sky advertisement only if:</p> <p>(a) the consent authority is satisfied:</p> <ul style="list-style-type: none">(i) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or(ii) that the advertisement improves the finish and appearance of the building and the streetscape, and <p>(b) the advertisement:</p> <ul style="list-style-type: none">(i) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and(ii) is no wider than any such part, and	<p>The Glebe Island Grain Silos, constructed in 1972, are structures with landmark qualities due to their size and distinctive form.</p> <p>The murals on the South and West Elevations of the former grain silos, although not linked in any way to the significance of the silos themselves, add to their landmark quality and are well maintained.</p> <p>The subject signage is located on the upper portion of the structures on the South and West Elevations and are limited to the dimensions of the former conveyor room, which runs across the top of the silo containers.</p> <p>The signage, together with the structural signage system are designed in a manner that is sympathetic to the character of the former grain silos (currently sugar and cement silos) and the industrial and seaport character of the Port Authority of NSW land at Glebe Island and White Bay.</p>

The signage is consistent with the Glebe Island Silos Advertising and Signage DCP 2004.

The advertising structure and advertising is lower than the highest part of the former grain silos and no wider than any part of the structure.

Statutory Control

This Proposal Relates SEPP 64 as follows:

SEPP 64, Schedule 1 Assessment criteria

2 Special areas

- *Does the proposal 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?*

The scale of the advertising signage on the Glebe Island Silos is compatible with the heritage silos and industrial character of the surrounding port structures and is read as the same scale and proportion of the former conveyor building across the top of the container structures.

Half of the Glebe Island Silos structure, the North and East Elevations, has retained the original form and finish of the industrial concrete storage silo structure. This allows readily for the interpretation of the original storage structure. More importantly, the associated activity in the immediate vicinity of the silos is directly related to its current and ongoing use, namely as large-scale containers of cement and sugar.

This activity, including shipping and truck movements delivering and distributing these products, is a function of the silo use and most clearly interprets the historic and ongoing significance of the structures.

5.5 COMPLIANCE WITH THE BAYS WEST PLANNING DOCUMENTS (DRAFT)

In developing The Bays West strategy, NSW DPIE has indicated the importance of providing for the continuation of Glebe Island as a working port as part of a new urban future for Bays West. It is envisaged that this plan, which includes the potential transformation of the silos, will be realised over a 40 year timeframe. The vision for this precinct is contained in the Bays West (Draft)planning documents, which include :-

- Bays West Connecting with Country Framework, prepared by bangawarra
- Bays West Strategic Place Framework, prepared by Terroir
- Bays West Sustainability Framework, prepared by Atelier ten and Integral Group
- Bays West Urban Design Framework, prepared by Terroir, and
- Bays West Place Strategy, prepared by NSW DPIE.

This suite of documents has a stated intention to protect and adapt the heritage aspects on the site in a way that ensure a supportable future and use well into the future.

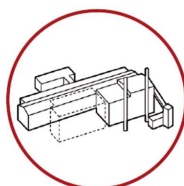
Heritage and culture³

that recognise the importance of the past and how understanding history and culture is critical to creating a place with meaning.

Direction 11 Bring new life to existing diverse assets and uses, integrating rich layers of creativity, heritage and culture across the precinct

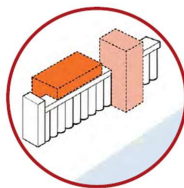
Direction 12 Ensure that future developments recognise, embrace and create opportunities for deeper understanding of our culture and stories

Illustrated within *The Bays West Urban Design Framework*⁴ is the intention to provide for future development of the heritage structures on the site. The goal is to put in place a framework which will assist establishing a future use for the industrial structures alongside the redevelopment across the precinct for a new, less industrially focussed use, integrating urban redevelopment with a growing and evolving port.



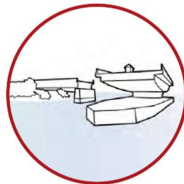
Our White Bay Power Station

The White Bay Power Station anchors one end of the heritage and cultural spine and is one of the most unique and celebrated assets at Bays West. It must be adaptively reused and reimagined as a focal point of the Precinct.



Silo Transformation

Consider maximising the long-term opportunities to transform the Silos into an incredible landmark for the Precinct, still linked to the foreshore and integrated into the public domain network. This includes opportunities to support a variety of uses, including ongoing working harbour requirement, and remaining a signifier of the maritime history of the site.



Re-Building Bridges

The Glebe Island Bridge is perfectly positioned as a signifier of the maritime and transport history and innovation at this site that future site users can engage with as they arrive or leave the site. As a unit with Anzac Bridge it highlights the changes in transport access that has occurred.

Figure 32 - These initiatives contemplate major changes to the way in which the silos will be used and perceived.

The development application for the continued operation of the advertising signage atop the Glebe Island Silos for a period of ten years does not impact the intention of the potential Silo Transformation concept identified in *The Bays West* documents. The suite of documents is currently still in its Draft form and the process of public consultation is still underway. The timeframes around the implementation of the precinct development is considered to be around forty years; and specifically no development of the silos is considered likely in the next ten years.

³ Bays West Place Strategy, prepared by NSW DPIE p

⁴ Bays West Urban Design Framework (Draft for Consultation), prepared by Terroir for the Department of Industry and Planning p.47

For this reason, the 10 year consent requested is acceptable in terms of future planning for the structures. It should also be noted that a condition of consent is being proposed as part of the application which addresses the issue of development of the silos or the wider precinct being brought forward and offers to seek a fresh approval should this happen within the proposed 10 year approval period.

5.6 COMPLIANCE WITH THE GLEBE ISLAND SILOS ADVERTISING AND SIGNAGE DCP 2004

The Glebe Island Silos Advertising and Signage DCP 2004 aims

- To provide design guidelines for advertising on top of the Glebe Island Silos.
- To encourage advertising signage that is compatible with the heritage silos and the industrial character of the surrounding port.

Statutory Control – Glebe Island Silos DCP	This Proposal Relates to these Controls as follows:
<p>8.2 Heritage</p> <p><i>The silos are identified as a heritage item under the Bays Precinct provisions of SREP 26. The Bays Precinct was incorporated into SREP 26 in November 1997.</i></p> <p><i>The heritage listing of the silos occurred some five years after temporary consent (10 years) has been issued in 1992 for the erection of advertising signs as part of the Olympic Bid.</i></p> <p><i>Under Clause 31 of the SREP 26, consent cannot be granted for development relating to heritage items unless the consent authority has considered a conservation management plan or a heritage impact statement which includes an assessment of the impacts on the heritage item.</i></p>	<p>The retained structures of the Glebe Island Silos were gazetted as a heritage item in 1997, five years after advertising signage was erected on the structure.</p> <p>This SHI has been prepared to accompany a development application for consent for the display of advertising signage on the Signage Zone of the Glebe Island Silos for a period of ten years from 11 April 2022.</p> <p>No physical changes are proposed to the Glebe Island Silos. The approval would be for legal changes only.</p> <p>The works are substantially the same development as the existing and in accordance with the Glebe Island Silos DCP. "Substantially" to mean "essentially or materially having the same essence".</p>
<p>9.0 Desired Future Character</p> <p>9.1 Continuation of the Port</p> <p><i>The scale of the silos and the advertising structures are compatible with the oversized machinery, cargo ships and warehouse buildings located in the port area.</i></p> <p><i>The advertising on the top of the silos adds a point of visual interest and enhances the silo role as a landmark and reference point in the city. This is especially the case at night when the signs are illuminated.</i></p>	<p>The Development Application is for the consent for advertising signage on the Signage Zone of the Glebe Island Silos for a period of ten years from 11 April 2022.</p> <p>The development will be substantially the same as the existing and will utilise the existing structure and external lighting.</p> <p>The structure would be reversible without impacting on the silo fabric.</p> <p>It is proposed to maintain the existing mural and to conserve the fabric of the structure.</p> <p>The existing working harbour setting and potentially the use of the Glebe Island Silos is expected to alter with the implementation of</p>

STATEMENT OF HERITAGE IMPACT - GLEBE ISLAND SILOS – ADVERTISING SIGNAGE DA

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	<p>The Bays Precinct suite of strategies. The character of the signage structure is in keeping with existing character of the working harbour, up until such time as the potential redevelopment of the silos is undertaken. This is highly unlikely to occur within the next ten years.</p>
<p>11.0 Advertising Structure</p> <ul style="list-style-type: none">• <i>Advertising is to be restricted to the southern and western sides where the decorative treatment relates to the busy, public nature of the main roads.</i>• <i>The signage system is to be a stretched skin with no extraneous structures or fixings in view, apart from the necessary lighting fixtures.</i>• <i>All access to the advertising panels for installation shall be made easily and in accordance with Occupational Health and Safety Guidelines.</i>• <i>The view of the rear of the signs from the Balmain peninsula is to be finished appropriately to screen the working face of the sign panels.</i>	<p>Advertising will be restricted to the southern and western sides of the silos, in line with the current arrangement, and will utilise the existing structure and external down-lighting fixtures and limiting the advertising to the Signage Zone designated in the Glebe Island Silos DCP (the southern and western facades).</p> <p>Existing controls around illumination levels and hours of operation will be retained.</p> <p>The existing signage complies with the Glebe Island Silos DCP by having safe access to the advertising panels in accordance with WH&S Act 2011.</p> <p>In addition, the existing signage structure is designed so as to screen the working face of the sign panels from the Balmain peninsula.</p>
<p>11.4 Life of Approval</p> <ul style="list-style-type: none">• <i>Development consent for advertising is limited to a period of three years, consistent with the provisions of SEPP 64 and the Glebe Island and White Bay Master Plan</i>	<p>The development application is for the retention of the existing advertising signage on the Signage Zone of the Glebe Island Silos for a period of ten years from 11 April 2022.</p> <p>This application is contrary to DCP Control 11.4, however the DCP control fails to take into account the 10-year consent term for sky signs under SEPP64. It should be noted that Section 74C(5)(b) states that a provision of a DCP (whenever made) has no effect to the extent that it is inconsistent or incompatible with a provision of any such instrument.</p>
<p>Statutory Control – Glebe Island Silos DCP</p> <p>11.5 Materials and Finishes</p> <ul style="list-style-type: none">• <i>Materials to be used in the structure are to be durable and of high quality, ensuring the use of non-reflective surfaces suitable for an outdoor industrial location.</i>• <i>Materials are to respect the heritage status of the building.</i>	<p>This Proposal Relates to these Controls as follows:</p> <p>The existing materials and finishes (including static vinyl signs) are in accordance with the Glebe Island Silos DCP and respect the heritage significance of the structure and the heritage items in close proximity. The application proposes no changes to the materials and finishes.</p>

The signage is consistent with the scale and character of the heritage item and its current maritime, working harbour setting.

12.1 Mural

Although this does not form part of the advertising signage, the maintenance and relevance of the mural remains part of the lease agreement between the lessee and the Sydney Ports.

It is the lessee, oOh!media, who maintain the Olympic Bid murals located on the southern and western facades of the Glebe Island Silos. The murals, completed in 1992, have become an integral part of the structure and recognised as a local landmark appreciated by those who cross the Anzac Bridge and reside in the local area.

This is in accordance with the Glebe Island Silos DCP and consistent with the existing approvals condition. The development will be substantially the same development as the existing approval.

6.0 HERITAGE IMPACT ASSESSMENT

6.1 INTRODUCTION

The following assessment of this application is based on the guidelines set out by the NSW Heritage Office (now Heritage Division of the Office of Environment & Heritage) publication 'Statements of Heritage Impact', 2002. The standard format has been adapted to suit the circumstances of this application.

The following aspects of the proposal respect or enhance the heritage significance of the item or conservation area for the following reasons:

- An approval for the advertising signage atop the Glebe Island Silos does not diminish the significance or appreciation of the distinctive cylindrical form and large scale of the structures as it does not obscure nor damage the distinctive silos.
- The size and proportion of the existing signage is determined by the length and height of the conveyor building that runs across the top of the silos. In this way, the original form and scale of the silos structures is retained.
- There will be no change to the physical and visual relationship between the Anzac Bridge, the Glebe Island Bridge and the White Bay Power Station. All these historic items are contained within the area designated The Bays Precinct and will continue to contribute to the future character of the area.
- Whilst the illuminated signage is clearly a non-historic element of the wider views of the area, it sits alongside other lighting features that allow the illumination of the Anzac Bridge, the roadways and foreshore generally. Currently the Power Station building is unoccupied, and so is not lit as either a feature or as an occupied building.
- The Glebe Island Silos Olympic Mural is not linked in any way to the significance of the silos themselves. However, in its own right it is considered to have historic, social and associational significance, and some rarity value. There are no physical or visual changes to the mural.
- The existing illumination levels and hours of operation will be maintained.

The following aspects of the proposal could detrimentally impact on heritage significance. The reasons are explained as well as the measures to be taken to minimise impacts:

- The consent for advertising signage atop the existing Glebe Island Silos would not diminish the appreciation or understanding of the silo structures.

6.2 NEW SIGNAGE (CONTINUATION OF EXISTING SIGNAGE USE)

How has the impact of the new signage on the heritage significance of the item been minimised?

- In 1917, grain silos were first constructed at Glebe Island. The Grain Silos complex was extended over the years with numerous phases of alteration and modification, including demolition of the original silos in the 1970s. The silos were decommissioned for grain storage in 1984. The use of the silos changed in 1994, when the silos were converted to cement and sugar storage. This would have required to alteration to the design of the silos.
- The existing Glebe Island Silos date to the 1975 phase of development which comprised a multi-million-dollar extension to the system. The works included 30 cylindrical concrete silos 38.4 m high, each having a capacity of 2,400 tonnes.

STATEMENT OF HERITAGE IMPACT - GLEBE ISLAND SILOS – ADVERTISING SIGNAGE DA

[https://nbsarchitecture.sharepoint.com/PROJECTS/21/21177/02_REPORTS/21177_Glebe Island Silos_SHI_Final.docx](https://nbsarchitecture.sharepoint.com/PROJECTS/21/21177/02_REPORTS/21177_Glebe%20Island%20Silos_SHI_Final.docx)

PAGE 42 OF 44

- The physical fabric of the existing Glebe Island Silos is not significant as early fabric, nor are they the same scale, size and overall form as the original complex – the advertising signs do not cover or negatively / detrimentally impact on the fabric of the silos. The machinery tower on the upper section of the north and east elevations of the silo complex remains visible as signage is not located on these facades. This allows continued public appreciation and interpretation of the structures.
- The primary significance of the Glebe Island Grain silos are their historic associations with the Primary Industry and grain production. Over the next ten-year period, the retention of the advertising signage is unlikely to have any impact on the historic significance of the Glebe Island Silos and its setting.
- The development of The Bays West Precinct contemplates significant changes to the setting of the silos, and the other heritage items in the precinct. For this reason, a consent to maintain the existing situation is acceptable.

Have alternative signage forms been considered (eg free standing or shingle signs). Why were they rejected?

- The signage is in accordance with the Glebe Island Silos DCP. The historical significance of the silos is legible as a complete operating structure with distinguishable component parts such as the conveyor arm and eastern tower, with the advertising signage located around the parapet but leaving the eastern tower exposed.
- The form and proportions of the signage is based on the scale of the conveyor room structure and was an acceptable negotiated outcome with the consent authority for the earlier approval.

Is the signage in accordance with Section 6, 'Areas of Heritage Significance', in Outdoor Advertising: An Urban Design-Based Approach?⁵ How?

- The signage structure, external lighting system and operating hours are consistent with the heritage significance of the place. Both physically and legally, the signage will be substantially the same development as currently exists. The development for signage is consistent with the Glebe Island DCP and The Bays West Urban Design Framework (Draft). It should be noted that the development of The Bays Precinct is a long-term project with no significant change to its current land use envisaged in the next ten years which would render the continued display of signage on the silos as unsuitable.

Will the signage visually dominate the heritage item/heritage conservation area or heritage streetscape?

- The silos are visible from residential areas of Balmain, Glebe, Annandale and Pyrmont. The silos are emblematic of the working harbour – a reminder of the working harbour and trading port. The signage is located at the upper section of the structure within the location identified in the Glebe Island Silos DCP. The signage is limited to the southern and western sides of the silo structure facing busy public roadways. The elevations of the silos that retain the “undecorated” industrial character, generally face onto the residential areas of the Balmain peninsula which lie in close proximity to the subject heritage item, heritage conservation areas of Balmain and White Bay Power Station, a State-listed heritage item.

⁵ A joint publication by the Department of Planning (NSW) & Department of Planning and Housing (Vic). Published by the Department of Planning (NSW), Sydney, 1991

Can the sign be remotely illuminated rather than internally illuminated?

- The signage lighting will continue to be an external illumination type in accordance with the current operating approval. The lighting provides time restricted nighttime illumination using discrete structures with light spill only to the face of the signs. The lighting currently complies in full with the relevant requirements of SEPP64 and AS4282.

7.0 CONCLUSION

The retention of the advertising signage for a period of 10 years will have no adverse effect on the identified heritage significance of the Glebe Island Silos and its maritime and industrial setting.

Well over half of the Glebe Island Silos (the northern and eastern elevations) remain in original visual condition, that is "undecorated" and are not impacted by signage or artwork on the structure. Together with the ongoing activity associated with the place, namely shipping and truck movements associated with cement and sugar delivery and distribution, the general public can easily interpret the original and ongoing use of the silos for dry bulk product arriving by ship.

The existing signage structure is a minor addition to the original fabric and is readily reversible. This is in accordance with heritage best practice principles set out in the Australia ICOMOS Burra Charter.

The potential future adaptive re-use of the silo structures is contemplated in The Bays West (Draft) planning framework documents which envisage these purpose-built structures will make an ongoing contribution to the landscape, in a way other than envisaged by their original function. A 10-year consent for the advertising signage will not affect the future plans for the silos.

Based on the analysis contained in this report, it is our recommendation that from a heritage perspective, the proposal is approved.



Samantha Polkinghorne
Director
NBR

SARCHITECTURE

APPENDIX E

FINAL ELECTROLIGHT LIGHTING IMPACT ASSESSMENT REPORT



oOh! Media

Eye Drive Sydney Pty Ltd

23 June 2021
Ref: 2924

LIGHTING IMPACT ASSESSMENT -

OUTDOOR SIGNAGE AT GLEBE ISLAND SILOS, SOMMERVILLE ROAD, ROZELLE

Lighting Impact Assessment Outdoor Signage at Glebe Island Silos, Sommersville Road, Rozelle



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DATE	REV	COMMENT	PREPARED BY	CHECKED BY
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1. INTRODUCTION

Electrolight have been appointed by Eye Drive Sydney Pty Ltd to undertake a Lighting Impact Assessment on the existing frontlit signage installed at Glebe Island Silos, Sommerville Road, Rozelle. The signage is located on the southern and western elevations of the Silos. This assessment includes a review of the signage against the Draft Bays West Place Strategy and reports on compliance with the State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), NSW Transport Corridor Outdoor Advertising and Signage Guidelines and AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. This report supports a development application seeking a ten year consent duration for the display of the signage.

The Lighting Impact Assessment Report that was included in the previous application (refer Appendix E) assessed the impact of the signage within the greater existing context but did not review against any potential future development outlined in the Draft Bays West Strategy. As the proposed developments in the Draft Bays West Place Strategy are in closer proximity to other existing residential uses, the potential lighting impact upon these proposed developments is higher than to the surrounding existing residential areas. This report will review the Strategy document and determine, should residential or hotel development occur within the immediate vicinity of the Glebe Island Silos site within the White Bay Power Station Precinct (Precinct 1) within the 10 year consent duration, if the curfew operation of the signage or the existing signage luminance needs to be adjusted to ensure compliance is maintained with the current legislation.

2. DEFINITIONS

2.1 Illuminance

The physical measure of illumination is illuminance. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx); 1 lx = 1 lm/m².

(a) Horizontal illuminance (E_h) The value of illuminance on a designated horizontal plane

(b) Vertical illuminance (E_v) The value of illuminance on a designated vertical plane

Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance (E_{ve}).

2.2 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as “nits”.

2.3 Luminous Intensity

The concentration of luminous flux emitted in a specified direction. Unit: candela (cd).

2.4 Obtrusive Light

Spill Light which, because of quantitative, directional or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information.

2.5 Threshold Increment

The measure of disability glare expressed as the percentage increase in contrast required between a standard object and its background (the carriageway) for it to be seen equally as well with the source of

glare present as with it absent, derived in the specified manner. This metric is directly related to Veiling Luminance.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.6 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.

2.7 Upward Light Ratio (ULR)

The ratio between the luminous flux emitted above the horizontal plane to the total flux emitted by a light source. The ULR is used as a measure to limit direct spill light to the sky.

3. SITE DESCRIPTION AND SCOPE

The location of the frontlit signage is at Glebe Island Silos, Sommersville Road, Rozelle. The total display area of the signage is approximately 1,171.8 m². The signage lighting currently operates from dusk until 1am daily. Refer to Appendix A for the signage location plan and elevations.

The signage is illuminated using top mounted 120W LED floodlights that are aimed towards the sign faces (ie directed away from the normal traffic viewing direction) with performance parameters as outlined in Appendix B.

The Draft Bays West Place Strategy identifies Precinct 1 (up to 2030) as the area of concern, followed by Precinct 6 and 4 (between 2030-2040). Note, time frames are indicative and are subject to detailed masterplans being undertaken for each precinct. This report will assess the signage against the proposed Precinct 1 (up to 2030) development.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the signage against the following Criteria, Design Guidelines and Standards.

- Draft Bays West Place Strategy
- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix C).
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

5. LUMINANCE ASSESSMENT

The maximum permissible night time luminance of the signage is determined by the existing lighting environment of its surroundings. AS4282 outlines maximum average luminances for different Environmental Zones as shown in Table 1 below:

Environmental Zone	Description	Max Average Luminance (cd/m ²)
A4	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas	350
A3	Medium district brightness e.g. suburban areas in towns and cities	250
A2	Low district brightness e.g. sparsely inhabited rural and semi-rural areas	150
A1	Dark e.g. relatively uninhabited rural areas. No Road Lighting	0.1
A0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting	0.1

Note: Where the signage is viewed against a predominantly dark background (e.g. night sky) then the maximum applicable environmental zone is A2

Based on an assessment of the surrounding environment, the proposed signage is located within Environmental Zone A4 under AS4282, therefore the maximum night time luminance is 350 cd/m².

AS4282 does not include limits for daytime operation of externally illuminated signage. However, the Transport Corridor Outdoor Advertising & Signage Guidelines outlines maximum permissible luminance limits for various lighting conditions, including daytime. Under the Guidelines, the proposed signage is classified as being within Zone 3, which is described as an area with generally medium off-street ambient lighting, e.g. small to medium shopping/commercial centres. The maximum night time luminance of a signage within Zone 3 is 350 cd/m².

The Draft Bays West Place Strategy outlines potential developments in proximity to the signage that may be constructed over the next 10 years. Table 2 outlines the maximum luminance levels to comply with AS4282 and the Transport Corridor Outdoor Advertising & Signage Guidelines for the various lighting conditions listed below:

Lighting Condition	Max Permissible Luminance (cd/m ²) #	Compliant
Daytime	N/A (OFF)	✓
Night time until 11pm (pre-curfew)*	58**	✓
Night time 11pm until 6am (post-curfew)*	OFF	✓

The signage is to be dimmed on site (if required) to ensure the maximum luminance nominated above is not exceeded.

*The current curfew of the existing signage is 1am. In order to comply with the relevant AS4282 requirements the curfew shall be required to be adjusted to 11pm.

** The maximum permissible luminance allowance under AS4282 and the Transport Corridor Guidelines is actually 350cd/m². The luminance level shown above is the existing Luminance of the signage which shall remain unchanged.

It can be seen from Table 2 that should residential or hotel development occur within the immediate vicinity of the Glebe Island Silos site within the White Bay Power Station Precinct (Precinct 1 of the Draft Bays West Strategy) within the 10 year consent duration, then the existing luminance of the signage can remain unchanged but the curfew of the signage would need to be brought forward to 11pm at night (from 1am) to ensure compliance with the relevant requirements of AS4282. This could be achieved through a condition of consent that becomes triggered should this development occur.

It is our opinion that the illumination of the existing signage will be visually consistent with the current and future lighting context of the local area. A more detailed night time lighting assessment is provided in Section 6.0.

6. AS4282 ASSESSMENT

The existing externally illuminated signage has been assessed against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting as outlined in Section 4.

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as "pre-curfew" operation) or operating after a curfew (known as post-curfew or curfewed operation). Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS4282, the post-curfew period is taken to be between 11pm and 6am daily. As it is intended that the signage be illuminated during pre-curfew period only, the assessment will review the proposed signage under the pre-curfew limits.

Illuminance Assessment

The AS4282 assessment includes a review of nearby residential developments and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation.

The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. AS4282 categorises the night time environment into different zones with maximum lighting limits as shown in Table 3 below:

Environmental Zone	Max Vertical Illuminance (lx)		Description
	Pre-curfew	Post-curfew	
A0	0	0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting
A1	2	0.1	Dark e.g. relatively uninhabited rural areas. No Road Lighting
A2	5	1	Low district brightness e.g. sparsely inhabited rural and semi-rural areas
A3	10	2	Medium district brightness e.g. suburban areas in towns and cities
A4	25	5	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas

A nearby future development site ("Zone 1"), that falls within the 10 year development plan outlined in the Draft

Bays West Place Strategy has been included for assessment, and as the nearest potential residential land use, will form the focus of the illuminance assessment. See Appendix D for the location of the location of this development.

The existing externally illuminated signage (and surrounding environment) was modeled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage upon the proposed dwellings. Photometric data for the luminaries was provided by the manufacturer*. The sign faces (South & West) were modeled as a 100% white surface with a reflectance of 80%, as outlined in AS4282.

During pre-curfew operation, it can be seen from the lighting model that the maximum illuminance is 11.3 lux to the Future Development Zone within Zone A4. This illuminance level complies with the maximum AS4282 limit of 25 lux for Zone A4 as outlined in Table 3.

Threshold Increment Assessment

The Threshold Increment was also calculated for the traffic on the M4 Western Distributor Freeway (inbound), and the M4 Western Distributor Freeway (inbound). The calculation grids were located at 1.5m above ground level, with an approach viewing distance 200 m from the sign. The calculation results show that the Threshold Increment does not exceed 1.34% for any traffic approach (the allowable maximum under the standard is 20%).

Luminous Intensity

AS4282 nominates luminous intensity limits where a light source can be directly viewed from a residential dwelling, shown in Table 4 below:

TABLE 4 - MAXIMUM LUMINOUS INTENSITIES PER LUMINAIRE FOR EXTERNALLY ILLUMINATED SIGNAGE			
Environmental Zone	Non-Curfew L1 luminous intensity (cd)	Non-Curfew L2 luminous intensity (cd)	Curfew luminous intensity (cd)
A0	As close to 0 as possible, without impacting safety	As close to 0 as possible, without impacting safety	0
A1	2500	5000	500
A2	7500	12500	1000
A3	12500	25000	2500
A4	25000	50000	2500

As the signage is being assessed during pre-curfew operation and is not being upgraded/modified, Non-Curfew L1 limits apply.

It can be seen from the lighting model that the maximum luminous intensity is 8280 cd to future dwellings within Zone A4. This luminous intensity level complies with the maximum AS4282 limit of 25000 for Pre-curfew operation as outlined in Table 4.

It can therefore be seen that the proposed signage complies with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

7. SUMMARY

- Electrolight have been appointed by Eye Drive Sydney Pty Ltd to undertake a Lighting Impact Assessment on the existing frontlit signage installed at Glebe Island Silos, Sommerville Road, Rozelle. The signage is located on the southern and western elevations of the Silos. This assessment includes a review of the signage against the Draft Bays West Place Strategy and reports on compliance with the State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), NSW Transport Corridor Outdoor Advertising and Signage Guidelines and AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. This report supports a development application seeking a ten year consent duration for the display of the signage.
- When the proposed “Zone 1” Development site is completed and occupied (refer to Appendix D), the existing frontlit signage installed at Glebe Island Silos, Sommerville Road, Rozelle, shall comply with the following operational lighting requirements:

TABLE 2 - LUMINANCE LEVELS FOR EXTERNALLY ILLUMINATED ADVERTISEMENTS

Lighting Condition	Max Permissible Luminance (cd/m2) #	Compliant
Daytime	N/A (OFF)	✓
Night time until 11pm (pre-curfew)	58	✓
Night time 11pm until 6am (post-curfew)	OFF	✓

- The signage has been found to comply with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.
- In complying with the above requirements, the signage should not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage should not cause any reduction in visual amenity to nearby residences or accommodation.

8. DESIGN CERTIFICATION

The existing frontlit signage installed at Glebe Island Silos, Sommerville Road, Rozelle, if commissioned according to this report, complies with the following criteria, guidelines and standards:

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix B).
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017.
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.



Ryan Shamier
Senior Lighting Designer
Electrolight Sydney
23/06/2021

APPENDIX A
SIGNAGE LOCATION PLAN

2.6 Glebe Island Silos Planning Approval 2012 (DA 041-09-2011)

The following images show the Glebe Island Silos and associated signage following the 2012 planning approval.



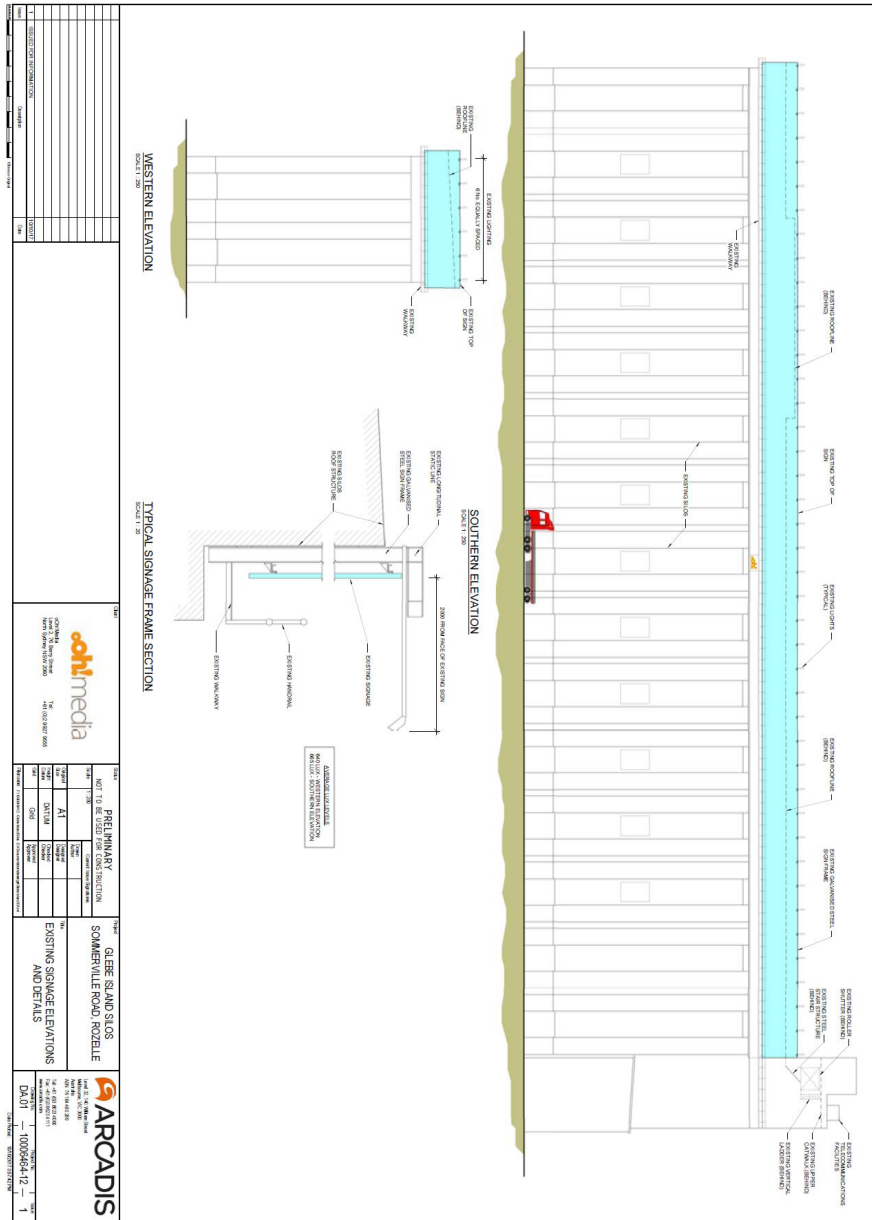
Figure 2.15 View of the silos with advertising signage, May 2014
Source: oOhlmedia



Figure 2.16: View of the silos with advertising signage, September 2014
Source: oOhlmedia

Glebe Island Silos
Heritage Impact Statement
February 2015
Graham Brooks & Associates Pty Ltd

APPENDIX A
 SIGNAGE LOCATION ELEVATIONS



APPENDIX B
 LUMINAIRE SPECIFICATION



Tiger LED Street/Area Light

30W 60W 90W 120W 150W - 300W fittings available on special order

Class-leading performance - **now 120 lm/W**
 Highest quality components
 Built for ultra-dependable performance.

▲ Pictured: 90W fitting

Class-leading light output

Super-efficient 120+ lumens/watt
 3,920 lumens (30W) - 14,920 lumens (120W)
 Batwing lenses are standard
 Range of other lens options available on special order.

Premium components for ultimate reliability

Top performance Cree XPG2 LEDs & renowned Xitanium driver
 10KV surge protection
 50,000+ hours life, 5 year warranty.

Compact modular design

Lower cost of manufacture from economies of scale
 Efficient heat management dimensions.

Robust, glass-free construction

IP67 rating for dust and water exposure
 IK08 rating for impact & vandal resistance
 Polyester-coated aluminium casing
 Stainless steel fascia on modules (304 grade)
 Polycarbonate optical lenses.

Applications

- Street lighting and area lighting
- Private roads, rail networks, hospitals, university grounds, shopping centres
- Car parks, forecourts & plaza areas.



Fully tested and certified

IES files & photometric profiles available.
 TUV reports available for following standards:

IEC/EN 60598-1: 2008 IEC/EN 60598-2-3/A1: 2011
 EN 62493:2010 IEC62471: 2008
 IEC62471-2:2009 EN 55015: 2013
 EN61547:2009 EN61000-3-2/A2:2009
 EN 61000-3-3:2013 (EU) 1194/2012:2012-12-12
 (EC) 244/2009:2009-03-18

ENEC: No.: U6140888731007
 CB: No.: SG-LE-0095
 IK08 rating, 3G vibration, 1000 hours salt mist test reports furnished upon request.



Practical installer-friendly design



- Easy to open for quick installation.
- One 6mm allen key fits all bolts. Bolts cannot fall to ground.
- Fittings contain built-in spirit levels to simplify installation.
- WAGO press-release connectors present for quick and easy installation.



- Spigot is assembled for a horizontal tenon mount. Reverse the spigot assembly for vertical pole mount.
- Spigot is adjustable -20° to +20° from the horizontal or vertical position to allow for tilting if required.

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APPENDIX C

State Environmental Planning Policy No. 64 - Advertising and Signage

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

1. Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

2. Special areas

- Does the proposal 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

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?
-

4. Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

5. Site and building

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

6. Associated devices and logos with advertisements and advertising structures

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

7. Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8. Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

APPENDIX D
 OBTRUSIVE LIGHTING AND THRESHOLD INCREMENT CALCULATIONS

Calculation Summary			
Label	CalcType	Units	Max
Future Development Zone I1l Seg1	Obtrusive - I1l	Lux	0.6
Future Development Zone I1l Seg2	Obtrusive - I1l	Lux	1.1
Future Development Zone I1l Seg3	Obtrusive - I1l	Lux	0.7
Future Development Zone I1l Seg4	Obtrusive - I1l	Lux	1.8
Future Development Zone I1l Seg5	Obtrusive - I1l	Lux	11.3
Future Development Zone Cd Seg1	Obtrusive - Cd	N.A.	1290
Future Development Zone Cd Seg2	Obtrusive - Cd	N.A.	8127
Future Development Zone Cd Seg3	Obtrusive - Cd	N.A.	8236
Future Development Zone Cd Seg4	Obtrusive - Cd	N.A.	8234
Future Development Zone Cd Seg5	Obtrusive - Cd	N.A.	8280



APPENDIX D
OBTRUSIVE LIGHTING AND THRESHOLD INCREMENT CALCULATIONS

Calculation Summary			
Label	CalcType	Units	Max
M4 Western Distributor Freeway Inbound	Obtrusive - TI	3	1.34
M4 Western Distributor Freeway Outbound	Obtrusive - TI	3	0.22



APPENDIX D

OBTRUSIVE LIGHTING AND THRESHOLD INCREMENT CALCULATIONS

Obtrusive Light - Compliance Report

AS/NZS 4282:2019, A4 - High District Brightness, Non-Curfew L1
Filename: 210525_2924_Glebe Island Silos_Full Framework
2/06/2021 1:42:49 PM

Illuminance

Maximum Allowable Value: 25 Lux

Calculations Tested (5):

Calculation Label	Test Results	Max. Illum.
Future Development Zone_III_Seg1	PASS	0.6
Future Development Zone_III_Seg2	PASS	1.1
Future Development Zone_III_Seg3	PASS	0.7
Future Development Zone_III_Seg4	PASS	1.8
Future Development Zone_III_Seg5	PASS	11.3

Luminous Intensity (Cd) At Vertical Planes

Maximum Allowable Value: 25000 Cd

Calculations Tested (5):

Calculation Label	Test Results
Future Development Zone_Cd_Seg1	PASS
Future Development Zone_Cd_Seg2	PASS
Future Development Zone_Cd_Seg3	PASS
Future Development Zone_Cd_Seg4	PASS
Future Development Zone_Cd_Seg5	PASS

Threshold Increment (TI)

Maximum Allowable Value: 20 %

Calculations Tested (2):

Calculation Label	Adaptation Luminance	Test Results
M4 Western Distributor Freeway_Outbound	5	PASS
M4 Western Distributor Freeway_Inbound	5	PASS

APPENDIX E - PREVIOUS APPLICATION ASSESSMENT



Belinda Barnett
Urban Concepts

LIGHTING IMPACT ASSESSMENT
OUTDOOR SIGNAGE AT GLEBE ISLAND SILOS, SOMMERVILLE ROAD, ROZELLE

30 November 2017
Ref: 1435

Lighting Impact Assessment
Outdoor Signage at Glebe Island Silos, Sommersville Road, Rozelle

Electrolight Australia Pty Ltd
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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

1. INTRODUCTION

Electrolight have been appointed by Urban Concepts to undertake a Lighting Impact Assessment on the existing frontlit signage installed at Glebe Island Silos, Sommerville Road, Rozelle. The signage is located on the southern and western elevations of the Silos. The objective of the assessment is to report on compliance with the State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), Glebe Island Silos Advertising Signage Development Control Plan – Section 11.3 Lighting, AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting and the Transport Corridor Outdoor Advertising and Signage Guidelines (2017).

2. DEFINITIONS

2.1 Illuminance

The physical measure of illumination is illuminance. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx); 1 lx = 1 lm/m².

(a) Horizontal illuminance (E_h) The value of illuminance on a designated horizontal plane

(b) Vertical illuminance (E_v) The value of illuminance on a designated vertical plane

Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance (E_{ve}).

2.2 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as “nits”.

2.3 Luminous Intensity

The concentration of luminous flux emitted in a specified direction. Unit: candela (cd).

2.4 Obtrusive Light

Spill Light which, because of quantitative, directional or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information.

2.5 Threshold Increment

The measure of disability glare expressed as the percentage increase in contrast required between a standard object and its background (the carriageway) for it to be seen equally as well with the source of glare present as with it absent, derived in the specified manner. This metric is directly related to Veiling Luminance.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.6 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.

3. SITE DESCRIPTION AND SCOPE

The location of the frontlit signage is at Glebe Island Silos, Sommerville Road, Rozelle. The total display area of the signage is approximately 1,140 m². Refer Appendix A for signage perspectives and Appendix B for signage elevations.

The signage is illuminated using discrete top mounted floodlights that are aimed towards the sign faces (ie directed away from the normal traffic viewing direction). The average illuminance of the sign faces was calculated using photometric data provided by the luminaire manufacturer #. The average illuminance for the southern elevation was found to be 232 lux and the average illuminance for the western elevation was found to be 254 lux.

Details of the existing sign lighting are outlined in Appendix B.

The sign operates past 10pm and will therefore need to comply with curfewed lighting limits as outlined in AS 4282 Control of the Obtrusive Effects of Outdoor Lighting. The sign does not have animated or flashing content.

Electrolight take no responsibility for the accuracy of third party information.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed signage against the follow Criteria, Design Guidelines and Standards.

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix C)
- Glebe Island Silos Advertising Signage Development Control Plan – Section 11.3 Lighting
- Transport Corridor Outdoor Advertising and Signage Guidelines – Section 3.3.3 (2017)
- AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. *

* Although AS 4282-1997 specifically excludes internally illuminated advertising signs/displays in Section 1.1 Scope (b) the Transport Corridor Outdoor Advertising and Signage Guideline (2017) references AS4282 and requires compliance to this standard. In the absence of any other applicable Australian Standard AS4282 has been adopted for the purposes of this report.

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

5. LUMINANCE ASSESSMENT

Based on an assessment of the surrounding area, the sign is classified as being within a Zone 3 Area under the Transport Corridor Outdoor Advertising & Signage Guidelines. Zone 3 is described as an area with generally medium off-street ambient lighting e.g. small to medium shopping/commercial centres.

The average luminance of the existing signage at night time is calculated as being 58 cd/m² (based on a white signage surface with reflectance of 80%). During the day the sign is not lit artificially so the luminance limits are not applicable.

It can be seen that the existing sign complies with the maximum permissible luminances as outlined below:

LUMINANCE LEVELS FOR ADVERTISEMENTS			
Lighting Condition	Max Calculated Existing Luminance (cd/m ²)	Max Permissible Luminance (cd/m ²)	Compliant
Day Time Luminance	N/A (Not illuminated during daytime)	800	✓
Night Time	58 Avg (131 Max)	200	✓

A more detailed night time lighting impact assessment is provided in Section 6.0.

APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

6. AS4282 ASSESSMENT

The existing signage has been assessed against AS 4282-1997 Control of the Otrusive Effects of Outdoor Lighting as outlined in Section 4.

As it is intended that the signage be illuminated after 10pm, the requirements for curfewed operation under the standard will be applied. In acknowledgement of the future residential nature of the White Bay Precinct, the sign has been assessed as a residential area with light surrounds, therefore the maximum illuminance in the vertical plane of residential boundaries/habitable rooms for adjacent residential properties is limited to 10 lux before 10pm and 2 lux after 10pm (as outlined in Table 2.1 of AS4282 for curfewed operation). Under the standard, a value of less than 10 lux before 10pm and less than 2 lux after 10pm is deemed to not affect the visual amenity of local residents.

The proposed signage lighting (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the proposed signage. Appendix E shows the lighting model and the theoretical zone where visual impact exceeds 2 lux. It can be seen that no residential developments fall within the affected zone.

The Threshold Increment was also calculated for traffic on M4 Western Distributor Freeway. The calculation grid was located at 1.5m above ground level, with a minimum approach viewing distance of 250m to the sign, and a windscreen cutoff angle of 20 degrees (as outlined in AS1158). Appendix D shows the results of the calculations. The maximum Threshold Increment is 0.6% along the approach (the allowable maximum under the standard is 20%).

The signage lighting also complies with the luminous intensity limits nominated in the AS4282-1997.

It can therefore be seen that the illuminated signage complies with all relevant requirements of AS 4282-1997 Control of the Otrusive Effects of Outdoor Lighting.

APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

7. SUMMARY

- The existing frontlit signage installed at Glebe Island Silos, Sommersville Road, Rozelle has been assessed as being located in a Zone 3 area under the Transport Corridor Outdoor Advertising and Signage Guidelines – Section 3.3.3 (2017)
- The maximum luminance levels of the sign are as follows:

LUMINANCE LEVELS FOR ADVERTISEMENTS			
Lighting Condition	Max Calculated Existing Luminance (cd/m ²)	Max Permissible Luminance (cd/m ²)	Compliant
Day Time Luminance	N/A (Not illuminated)	800	✓
Night Time	58 Avg (131 Max)	200	✓

- It can be seen from the table above that the existing illuminated signage complies with the Transport Corridor Outdoor Advertising and Signage Guidelines – Section 3.3.3 (2017)
- The existing signage complies with all relevant requirements of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. In complying with these requirements, the signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular traffic. The signage will also not cause any reduction in visual amenity to nearby residences or accommodation.

8. DESIGN CERTIFICATION

The existing frontlit signage installed at Glebe Island Silos, Sommersville Road, Rozelle complies with the following criteria, guidelines and standards:

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix C)
- Glebe Island Silos Advertising Signage Development Control Plan – Section 11.3 Lighting
- Transport Corridor Outdoor Advertising and Signage Guidelines – Section 3.3.3 (2017)
- Relevant Sections of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting.



Ryan Shamier MIES
Electrolight Australia
30/11/17

APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

APPENDIX A SIGNAGE PERSPECTIVES

2.6 Glebe Island Silos Planning Approval 2012 (DA 041-09-2011)

The following images show the Glebe Island Silos and associated signage following the 2012 planning approval.



Figure 2.15: View of the silos with advertising signage, May 2014
Source: oOhlmedia



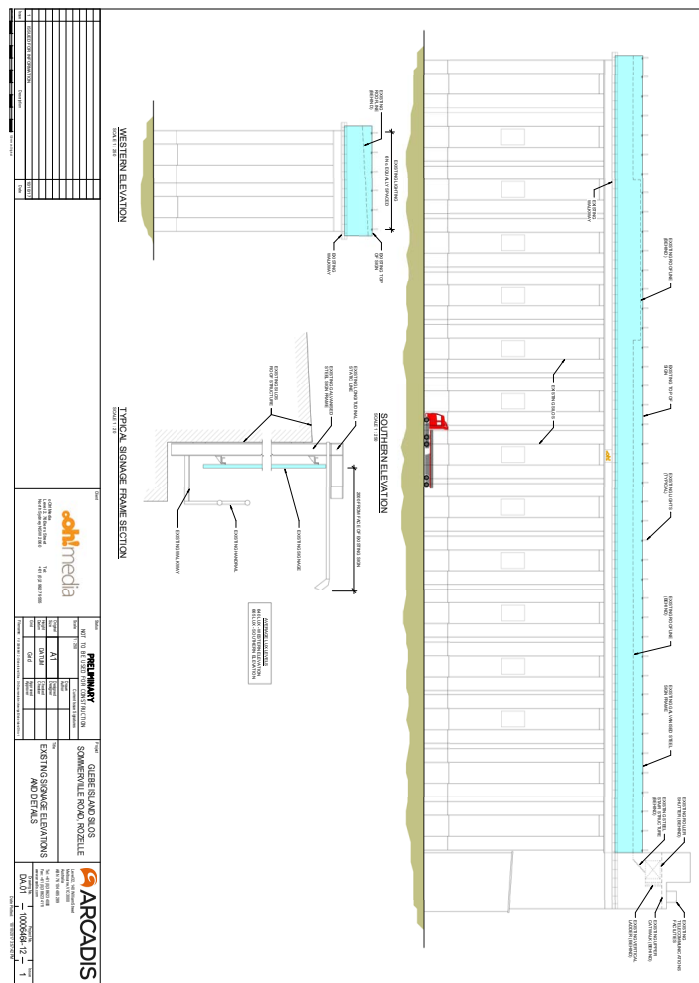
Figure 2.16: View of the silos with advertising signage, September 2014
Source: oOhlmedia

Glebe Island Silos
Heritage Impact Statement
February 2015
Graham Brooks & Associates Pty Ltd

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

APPENDIX B
 SIGNAGE ELEVATIONS AND DETAILS



APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

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Tiger LED Street/Area Light

30W 60W 90W **120W** 150W - 300W fittings available on special order

Class-leading performance - **now 120 lm/W**
 Highest quality components
 Built for ultra-dependable performance.

Class-leading light output
 Super-efficient 120+ lumens/watt
 3,920 lumens (30W) - 14,920 lumens (120W)
 Batwing lenses are standard
 Range of other lens options available on special order.

Premium components for ultimate reliability
 Top performance Cree XPG2 LEDs & renowned Xitanium driver
 10kV surge protection
 50,000+ hours life, 5 year warranty.

Compact modular design
 Lower cost of manufacture from economies of scale
 Efficient heat management dimensions.

Robust, glass-free construction
 IP67 rating for dust and water exposure
 IK08 rating for impact & vandal resistance
 Polyester-coated aluminium casing
 Stainless steel fascia on modules (304 grade)
 Polycarbonate optical lenses.

Applications

- Street lighting and area lighting
- Private roads, rail networks, hospitals, university grounds, shopping centres
- Car parks, forecourts & plaza areas.

Fully tested and certified

IES files & photometric profiles available.
 TÜV reports available for following standards:

IEC / EN 60598-1:2008	IEC / EN 60598-2-3/A1:2011
EN 62493:2010	IEC62471:2008
IEC62472:3:2009	EN 60505:2013
EN61547:2009	EN61000-3-2/A2:2009
EN 61000-3-3:2013	IEU 1194/2012:2012-12-12
IEC 244:2009:2009-03-18	

ENEC: No. 0454088771007
 CEI: No. 190-L-0056
 IASB rating, 3G vibration, 1000 hours salt mist test reports furnished upon request.

Practical installer-friendly design

- Easy to open for quick installation.
- One 6mm allen key fits all bolts. Bolts cannot fall to ground.
- Fittings contain built-in spigot levels to simplify installation.
- WAGO press-release connectors present for quick and easy installation.

Spigot is assembled for a horizontal luminaire mount.
 Reverse the spigot assembly for vertical pole mount.
 Spigot is adjustable 20° to 220° from the horizontal or vertical position to allow for tilting if required.

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30W 60W 90W **120W** 150W - 300W fittings available on special order

Class-leading performance - **now 120 lm/W**
 Highest quality components
 Built for ultra-dependable performance.

▲ Pictured: 90W fitting

Class-leading light output

Super-efficient 120+ lumens/watt
 3,920 lumens (30W) - 14,920 lumens (120W)
 Batwing lenses are standard
 Range of other lens options available on special order.

Premium components for ultimate reliability

Top performance Cree XPG2 LEDs & renowned Xitanium driver
 10kV surge protection
 50,000+ hours life, 5 year warranty.

Compact modular design

Lower cost of manufacture from economies of scale
 Efficient heat management dimensions.

Robust, glass-free construction

IP67 rating for dust and water exposure
 IK08 rating for impact & vandal resistance
 Polyester-coated aluminium casing
 Stainless steel fascia on modules (304 grade)
 Polycarbonate optical lenses.

Applications

- Street lighting and area lighting
- Private roads, rail networks, hospitals, university grounds, shopping centres
- Car parks, forecourts & plaza areas.

Fully tested and certified

IES files & photometric profiles available.
 TÜV reports available for following standards:

IEC / EN 60598-1:2008	IEC / EN 60598-2-3:2011
EN 62493:2010	IEC62471:2008
IEC62472:2:2009	EN 60505:2013
EN61547:2009	EN61000-3-2/A2:2009
EN 61000-3-3:2013	IEU 1194/2012:2012-12-12
IEC 244/2009:2009-03-18	

ENEC No.: 0454088771007
 CEI No.: 192-L-0056
 RoHS rating: 3G vibration, 1000 hours salt mist test reports furnished upon request.

CE CB IP67 IK08 ErP

Practical installer-friendly design

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- Fittings contain built-in spigot levels to simplify installation.
- WAGO press-release connectors present for quick and easy installation.

- Spigot is assembled for a horizontal luminaire mount.
- Reverse the spigot assembly for vertical pole mount.
- Spigot is adjustable 20° to 220° from the horizontal or vertical position to allow for tilting if required.

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

APPENDIX C

State Environmental Planning Policy No. 64 - Advertising and Signage

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

1. Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

2. Special areas

- Does the proposal 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

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

4. Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

5. Site and building

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

6. Associated devices and logos with advertisements and advertising structures

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

7. Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8. Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

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APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

APPENDIX D

Threshold increment calculations – Inbound direction



Threshold increment calculations – Outbound direction



Calculation Summary					
Label	Description	CalcType	Units	Max	Avg
Illuminated Signage Illuminance_South		Illuminance	lux	510.5	231.580
Illuminated Signage Illuminance_West		Illuminance	lux	510.7	231.600
Illuminated Signage Luminance_South		Diffuse Luminance	cd/Sq.m	130.5	55.270
Illuminated Signage Luminance_West		Diffuse Luminance	cd/Sq.m	131.1	54.660
Obtrusivelight_T1_1	M4 Western Distributor Freeway_Inbound	Obtrusive Light - %	%	0.60	N.A.
Obtrusivelight_T1_2	M4 Western Distributor Freeway_Outbound	Obtrusive Light - %	%	0.10	N.A.

APPENDIX E - PREVIOUS APPLICATION ASSESSMENT

APPENDIX E

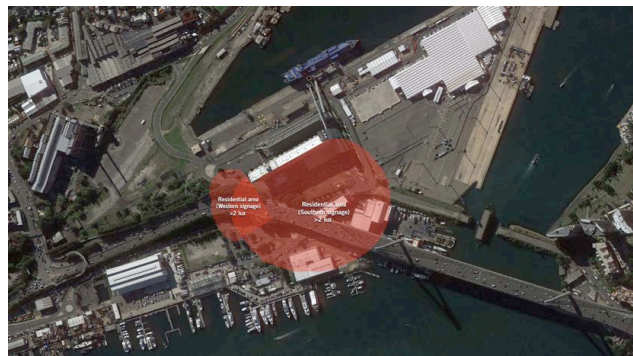


Image: Zone where visual impact in the vertical plane exceeds 2 lux

APPENDIX F

FINAL BITZIOS TRAFFIC SAFETY ASSESSMENT REPORT



Glebe Island Silos

Sign Traffic Safety Assessment

Eye Drive Sydney

22 June 2021



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The assessment team has undertaken assessments of similar advertising sign proposals elsewhere in NSW and Australia. In addition to the use of NSW guidelines, our assessments are founded on road safety auditing principles and traffic safety risk assessments. Where a significant change in road safety risk has been identified due to the proposal, potential treatment measures to mitigate the change in risk have been suggested. However, the adoption of any or all the treatment measures does not warrant that the site is absolutely safe from incidents in the future whether they be related or unrelated to the sign.

Document Issue History

Report File Name	Prepared	Reviewed	Issued	Date	Issued to
P5182.001R Glebe Island Silos Sign DA Extension TSA	A. Suriono / S. Daizli	D. Bitzios	S. Daizli	15/06/2021	Anita Burgermeister, oOh!media Anita.Burgermeister@oohmedia.com.au
P5182.002R Glebe Island Silos Sign DA Extension TSA	S. Daizli	S. Daizli	S. Daizli	22/06/2021	Anita Burgermeister, oOh!media Anita.Burgermeister@oohmedia.com.au



Glebe Island Silos: Sign Traffic Safety Assessment

Project: P5182

Version: 002



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1. INTRODUCTION

1.1 Background

Eye Drive Sydney is seeking a 10-year term consent to enable the ongoing display of the two existing static signs on the Glebe Island Silos. This includes a new Development Application (DA) beyond the usual four years. The existing consent for the signs (DA 041-09-2011 MOD 2) expires on 11 April 2022. The signs are on the southern and western elevations of the silos, located approximately 90m north-west of the Anzac Bridge and 60m north-east of Victoria Road in Rozelle respectively as shown in Figure 1.1.

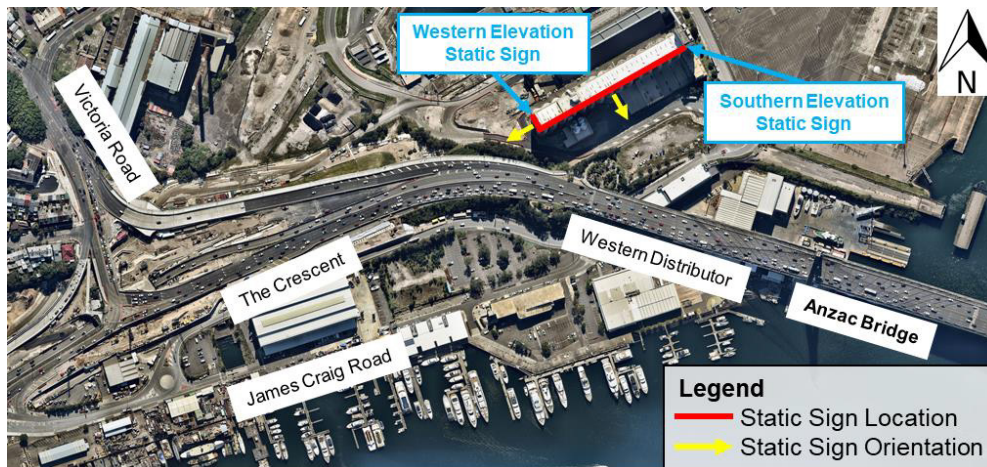


Figure 1.1: Locations of Existing Static Signs

Bitzios Consulting has been engaged by Eye Drive Sydney to undertake a traffic safety assessment to accompany the DA. The assessment considers the *Draft Bays West Place Strategy*, The Bays Metro Station and major road changes in the area associated with the Rozelle Interchange project linking the future M4-M5 Link (Stage 3 of the WestConnex project) and the Western Harbour Tunnel.

1.2 Methodology

The process used to assess the impact of the proposal involved:

- A review of the viewing locations and sightlines to the existing site to define the geographical scope of the assessment
- A review of the existing static sign specifications
- Site inspections during day and night conditions to understand the road user's perspective of the signs, then undertake a driver sightline assessment using images captured from in-vehicle video recordings
- A first-principles safety assessment of the static signs, including reviewing road approaches, driver sightlines, surrounding environment and proximity of intersections
- A review of the most recently available five years of crash data in proximity to the signs, a calculation of the crash rate for the relevant section of road and comparing it with the crash rate (casualty crashes per 100 million vehicle kilometres travelled (100M VKT)) provided in *Austroads Road Safety Engineering Risk Assessment Part 7: Crash Rates Database (AP-T152/10)*
- An assessment of the static signs against:
 - The *Draft Bays West Place Strategy (Department of Planning, Industry and Environment (DPIE); March 2021) (Draft Strategy)*
 - State Environmental Planning Policy No. 64—Advertising and Signage (SEPP 64)
 - The Transport for NSW Advertising Sign Safety Assessment Matrix
 - The *Transport Corridor Outdoor Advertising and Signage Guidelines: Assessing development applications under SEPP 64 (Department of Planning and Environment, November 2017) (Signage Guidelines)*
 - The conditions of consent.



Glebe Island Silos: Sign Traffic Safety Assessment

Project: P5182

Version: 002

2

2. SIGN VIEWING LOCATIONS

2.1 Viewing Approaches

The southern elevation sign faces south towards westbound drivers on the Western Distributor via the Anzac Bridge, eastbound drivers on Bank Street and westbound drivers on Bowman Street. The western elevation sign faces south-west towards eastbound traffic on Victoria Road and The Crescent. The driver sightlines to the sign are illustrated in Figure 2.1 and Figure 2.2.



Figure 2.1: Driver Sightlines to Western Elevation Sign



Figure 2.2: Driver Sightlines to Southern Elevation Sign

2.2 Driver Views

2.2.1 The Crescent eastbound

The western elevation sign as viewed eastbound from The Crescent during the day and night-time is shown in Figure 2.3 and Figure 2.4 respectively.



Figure 2.3: Daytime view from The Crescent eastbound

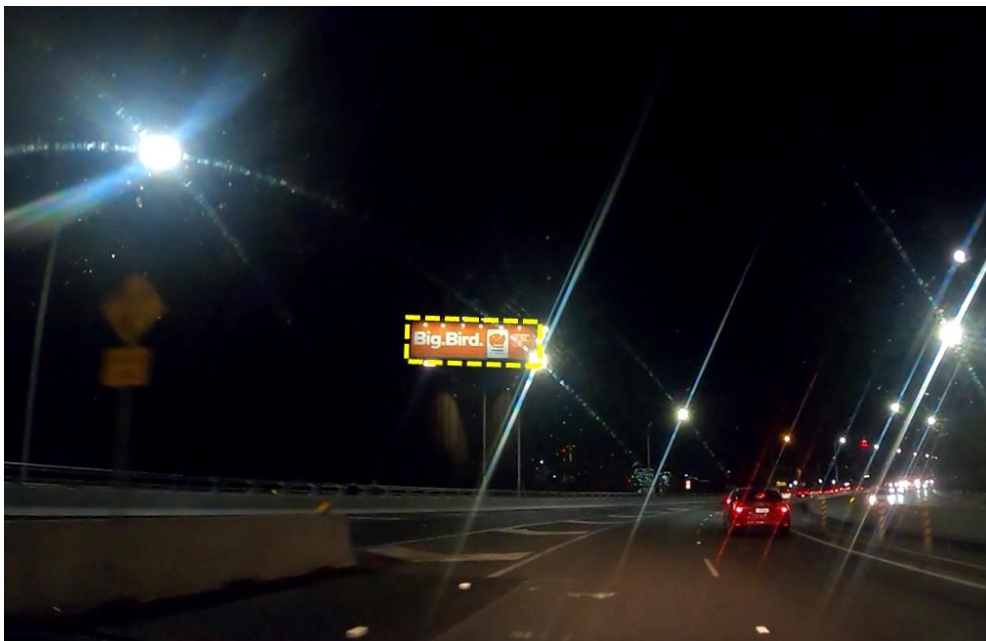


Figure 2.4: Night-time view from The Crescent eastbound

2.2.2 Victoria Road eastbound

The western elevation sign as viewed eastbound from Victoria Road during the day and night-time is shown in Figure 2.5 and Figure 2.6 respectively.



Figure 2.5: Daytime view from Victoria Road eastbound

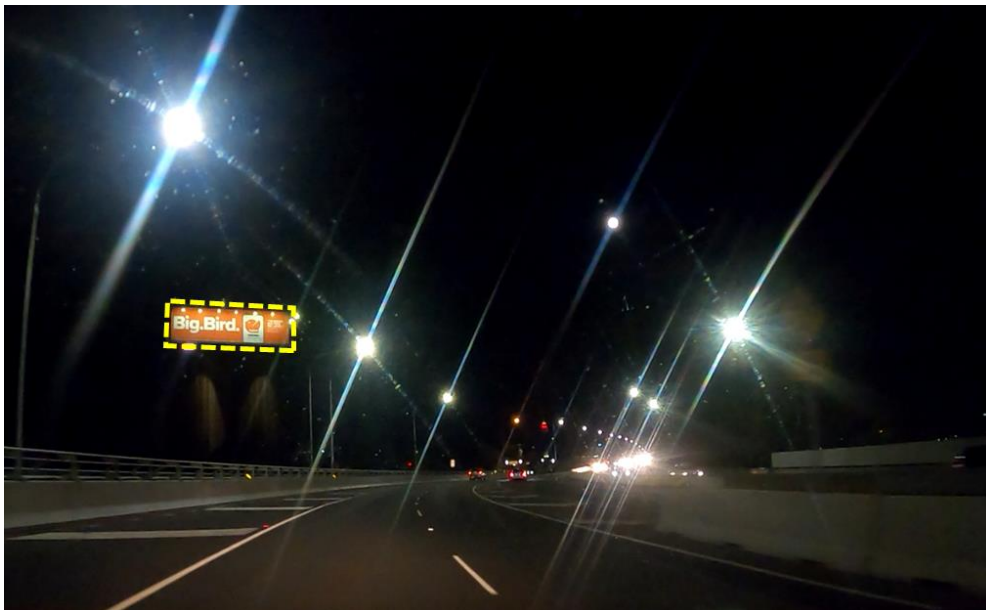


Figure 2.6: Night-time view from Victoria Road eastbound

2.2.3 Western Distributor westbound

The southern elevation sign as viewed westbound from the Western Distributor during the day and night-time is shown in Figure 2.7 and Figure 2.8 respectively.



Figure 2.7: Daytime view from Western Distributor westbound

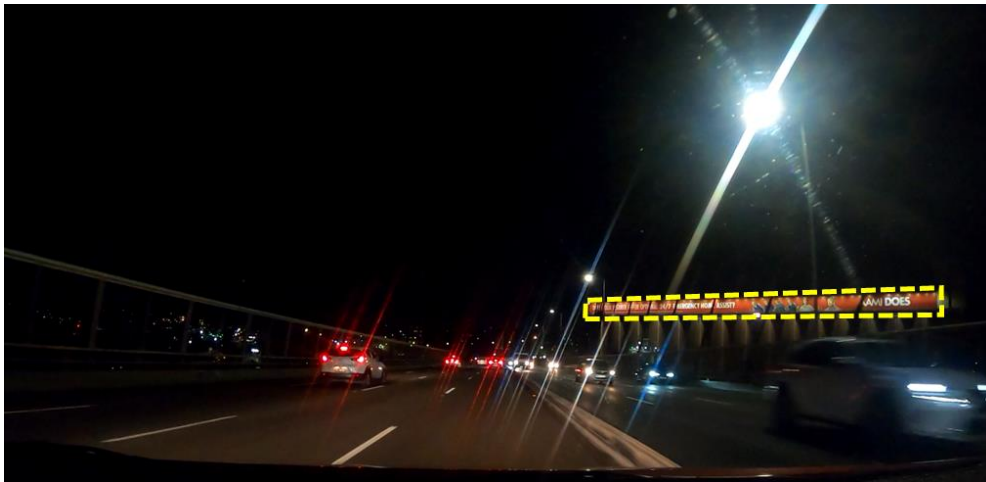


Figure 2.8: Night-time view from Western Distributor westbound

3. STATIC SIGN SPECIFICATIONS

The specifications for the existing static signs, as well as other relevant site information, are summarised in Table 3.1.

Table 3.1: Specifications and Site Information for the Static Signs

Attribute	Details
Location	Glebe Island Silos southern and western elevations, approximately 90m north-west of the Anzac Bridge and 60m north-east of Victoria Road, Rozelle, respectively
Local Government Area (LGA)	Inner West Council
Land use zoning	Port and Employment Zone under Sydney Regional Environmental Plan No 26—City West
Facing directions	<ul style="list-style-type: none"> ▪ Southern elevation sign – south ▪ Western elevation – south-west
Type of advertisements/signs	Roof or sky advertisements
Display formats	Externally illuminated general advertising (not illuminated between 1-6am daily)
Display sizes/areas	<ul style="list-style-type: none"> ▪ Southern elevation – 170m x 6.1m = 1,037m² ▪ Western elevation – 22.1m x 6.1m = 134.81m²
Display areas greater than 20m ² ?	Yes
Display areas greater than 45m ² ?	Yes
Is the site located within 250m of and visible from a classified road under the <i>Roads Act 1993</i> ?	Yes
Consent authority	NSW Minister for Planning and Public Spaces
Is Transport for NSW concurrence required?	Yes
Do the signs contain moving parts?	No
Are they Variable Message Sign?	No
Do they have any flashing or flickering content?	No



4. PLANNING POLICY CONSIDERATIONS

4.1 Draft Bays West Place Strategy (2021)

4.1.1 Background

The Bays West Precinct (Bays West) is located 2km west of the Sydney CBD and comprises 95 hectares of waterfront land, encompassing Glebe Island, the White Bay Power Station, Rozelle Goods Yard and Sydney Fish Markets. The planning and development of Bays West is being coordinated by the DPIE and has a timeframe of around 25 years.

4.1.2 Land Uses

Existing

Existing land uses in Bays West are largely industrial, with maritime, port and commercial uses along the waterways and foreshores. Other land uses near the White Bay Power Station and Rozelle Rail Yards include mixed industry, working harbour uses and transport connections. Furthermore, much of the existing precinct is not accessible to the public. Significant areas within the existing precinct include Glebe Island, White Bay, Blackwattle Bay and Rozelle Bay.

Future

The *Draft Strategy* proposes 10 sub-precincts throughout Bays West as part of its transformation. These are described in Table 4.1.

Table 4.1: Proposed Bays West Sub-precincts

Sub-precinct	Description
White Bay Power Station (and Metro)	Provides a key activity centre of the precinct, acting as a mastermind of connection across suburbs and connecting White Bay Power Station and the head of White Bay.
Robert Street	Provides a key interface to the Balmain Peninsula and White Bay. An important role in transitioning to the new Bays West and acts as an attractive welcoming approach to the White Bay Cruise Terminal.
Glebe Island Silos	Creates a character zone which extends from White Bay Power Station. This is essential in providing new activities while maintaining the maritime heritage.
Glebe Island Central	Contributes to keeping the waterfront character pristine and providing connections of network links through this zone.
Glebe Island East	An expansive zone which facilitates the majority of events over a diverse range of community interests. It provides massive recreation space, along with an amazing view.
Rozelle Bay East	Provides consolidation to retaining the Rozelle Bay working harbour uses and diverting public access from the harbour foreshore to the Glebe Island Bridge level.
Rozelle Bay Central	Essential in supporting the majority of connections and linking infrastructure to Glebe and the White Bay Power Station. An additional focus of this sub-precinct is to accommodate marina uses, along with highlighting historic traits to White Bay Power Station.
Rozelle Bay West	Holding a major road access point into the precinct, supporting recreation amenity and providing access point for motorless watercraft.
White Bay	Providing port, maritime, recreation and employment uses.
Rozelle Rail Yards	Providing social infrastructure and active recreation to support suburbs and the future of the Bays West community. There is potential to provide opportunities for water quality improvements.

4.1.3 Transport and Movement

Challenges

Access to and from Bays West is constrained, with surrounding roads acting as a barrier to and from the precinct, compounded by remnant topography and the reclaimed flat deck. Many of the access roads are already operating at capacity. The delivery of The Bays Metro Station (see Section 4.2) is an opportunity to connect not only the precinct but also the existing community with broader Sydney.

Key Transport and Movement challenges identified in the *Draft Strategy* include that:

- It is currently an isolated precinct with limited connectivity between the Sydney CBD/Pymont and Balmain/Rozelle
- Public transport in surrounding areas is experiencing high demand
- Traditional travel patterns for an evolving precinct including high private vehicle use cannot be supported
- Water, topography and arterial roads act as barriers to unlock access at site edges and within the precinct
- Constraints exist on permitted access points to the precinct for vehicles
- Providing ongoing staged use of existing roads for ports and maritime uses, and long-term heavy vehicle will have impacts on overall place quality heritage and culture.

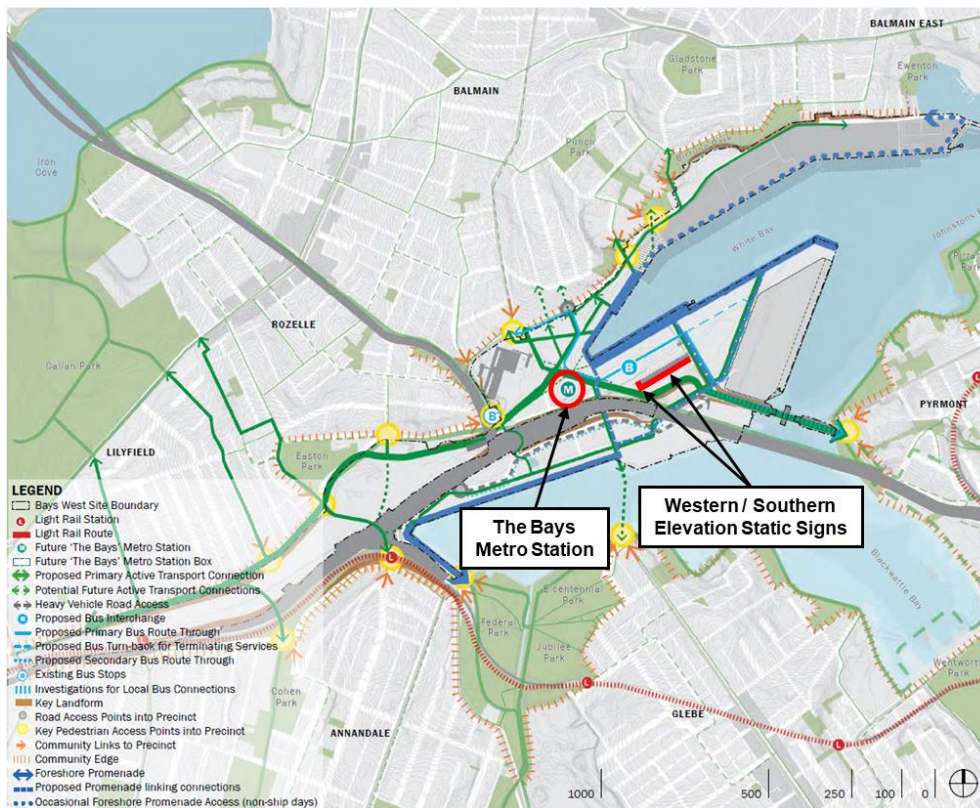
Draft Structure Plan

Part 4.1 of the *Draft Bays West Strategic Place Framework* details a draft structure plan to address the abovementioned Transport and Movement challenges by:

- Improving the precinct's connectivity and integration into its locality and surrounding areas
- Providing for new connections to existing places areas through removing barriers to allow connections through the site and convenient access to the new The Bays Metro Station
- Prioritising walking, cycling and public transport by capitalising on the new The Bays Metro Station, creating more convenient and direct active transport connections, and investigating the reinstatement of a crossing from Bays West to Pymont.

The draft structure plan is shown in Figure 4.1. It does not propose any major road works within the vicinity of the subject site. Future design is intended to promote walking and cycling and to discourage the dependence on private vehicles.





Source: Draft Bays West Strategic Place Framework (Terrior, March 2021), Diagram 4.6

Figure 4.1: Structure Plan's Response to Transport and Movement

4.2 The Bays Metro Station

By around 2030, The Bays Metro Station will provide rail services to the area for the first time, providing connections between the Sydney and Parramatta CBDs on the Sydney Metro West Line. It will act as a catalyst for the long awaited renewal of the area.

As shown in Figure 4.1, The Bays Metro Station will be located between Glebe Island and the White Bay Power Station with an entrance to the south of White Bay. It will provide direct access to the future Bays Waterfront Promenade, which would run north to south along White Bay.

The Bays Metro Station will be a catalyst for the *Draft Strategy*. It is not expected to have any impacts on the advertising signage on the Glebe Island Silos.

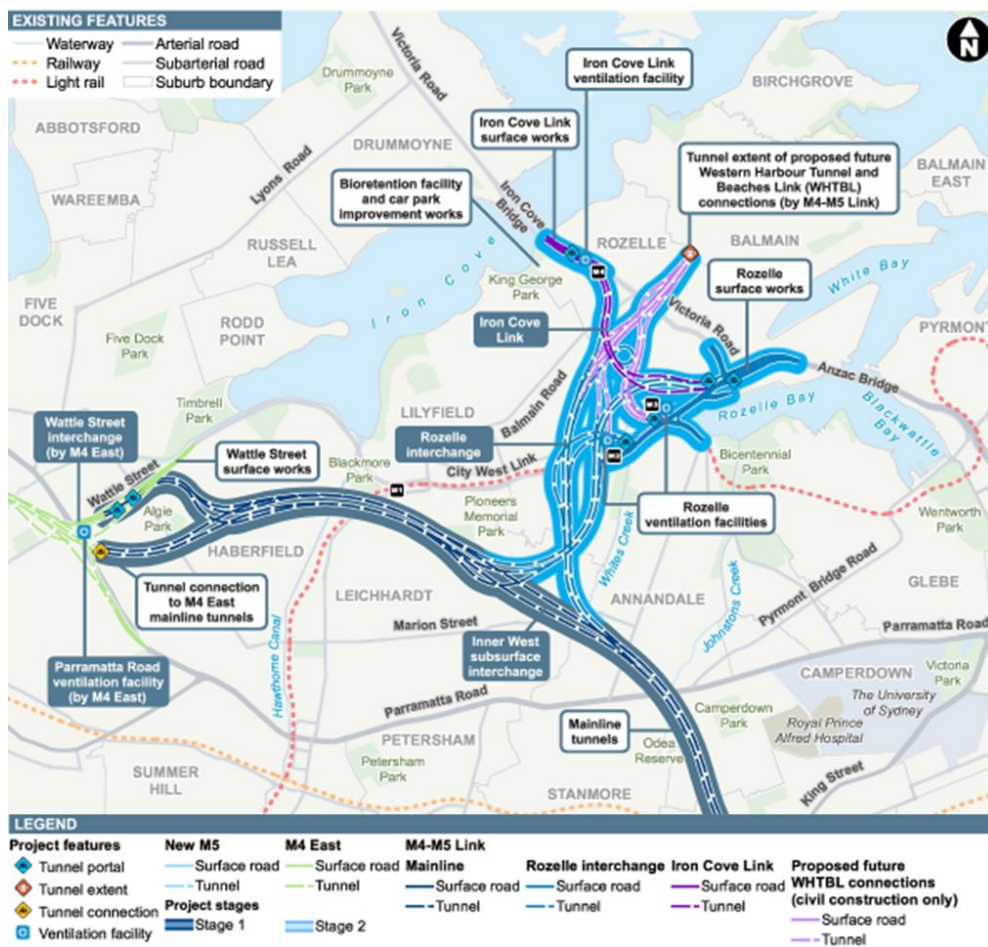


4.3 M4-M5 Link and Rozelle Interchange

Expected to open in 2023, the M4-M5 Link forms Stage 3 of the WestConnex project and includes:

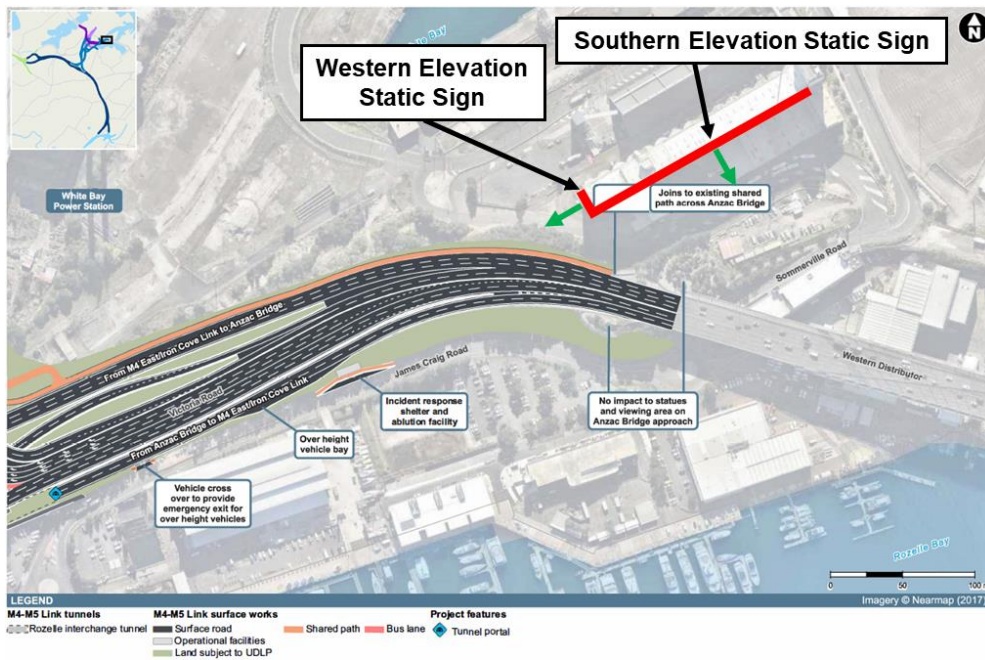
- Tunnels connecting to the M4 at Haberfield and the M5 (known as the M8) at St Peters via Rozelle
- An underground interchange at Rozelle west of Victoria Road with tunnels, ramps and related infrastructure for the future Western Harbour Tunnel
- A tunnel connection from the Rozelle Interchange to the Iron Cove Bridge
- Upgrades to the surrounding road network.

An overview of the M4-M5 Link project is shown in Figure 4.2 and the eastern extent of the project near the Glebe Island Silos is shown in Figure 4.3. The M4-M5 Link project is not expected to have any impacts on the advertising signage on the Glebe Island Silos.



Source: M4-M5 Link Environmental Impact Statement (NSW Government, August 2017), Figure 5-1

Figure 4.2: Overview of the M4-M5 Link Project

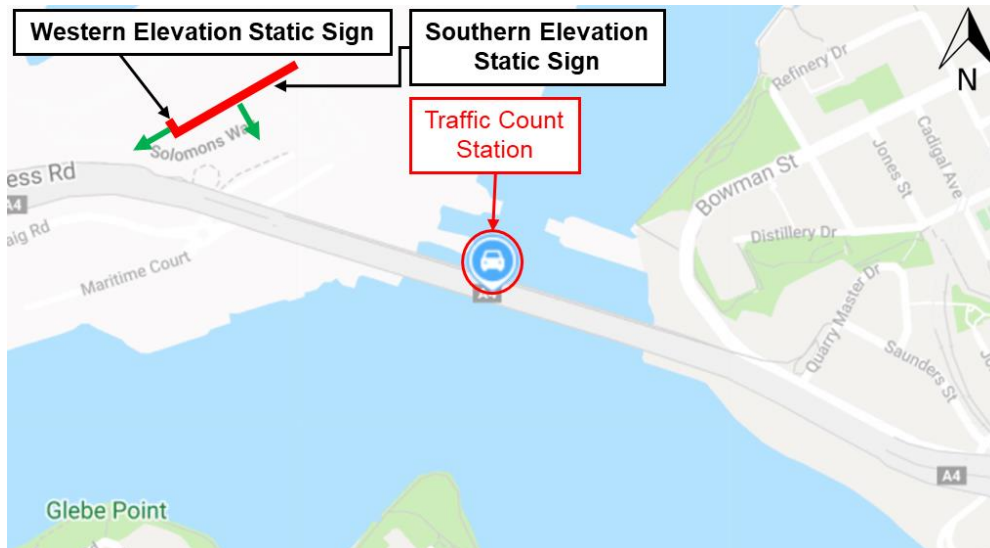


Source: M4-M5 Link Environmental Impact Statement (NSW Government, August 2017), Figure 5-26

Figure 4.3: Eastern Extent of the M4-M5 Link Project near Glebe Island Silos

5. EXISTING TRAFFIC VOLUMES

Existing traffic volumes were obtained from the online Transport for NSW Traffic Volume Viewer, which has a count station on the Western Distributor on the Anzac Bridge (ID 53003) as shown in Figure 5.1. The annual average daily traffic (AADT) on weekdays, weekends and all days in 2019 are summarised in Table 5.1.



Source: <https://roads-waterways.transport.nsw.gov.au/about/corporate-publications/statistics/traffic-volumes/aadt-map/index.html#/?z=6>

Figure 5.1: Transport for NSW Traffic Counter Location – Western Distributor on Anzac Bridge

Table 5.1: 2019 AADT – Western Distributor on Anzac Bridge

Direction	Weekdays	Weekends	All Days
Eastbound	74,989	68,613	73,314
Westbound	64,329	61,461	63,442
Total	139,318	130,074	136,756

Source: <https://roads-waterways.transport.nsw.gov.au/about/corporate-publications/statistics/traffic-volumes/aadt-map/index.html#/?z=6>

6. TRAFFIC SAFETY ASSESSMENT

6.1 Key Assumptions

The assessment of the static signs was undertaken on the basis that:

- They will have the same orientation and display sizes, and be externally illuminated
- No change is proposed to the structure that supports the advertising signs (i.e., existing Glebe Island Silo structure to remain in its current form and function). It is noted that approval from the Secretary of the DPIE must be gained to continue operating the signs in the event Glebe Island is redeveloped as per Condition B7 of the consent
- Illumination/lighting levels will comply with the *Signage Guidelines* and maintain existing lighting levels to match the surrounding environment at the site.

As both static signs are larger than 20m² and are visible from a classified road (The Crescent, Victoria Road and Western Distributor), Transport for NSW concurrence is required before issuing consent under Clause 18(2) of SEPP 64. On this basis, the signs were assessed against the Transport for NSW Advertising Sign Safety Assessment Matrix, SEPP 64 and *Signage Guidelines*.

6.2 Site Inspections

Site inspection were conducted on Thursday, 27th May 2021 during day and night-time hours (around 11:30am and 7:30pm respectively). The weather was clear and traffic conditions were moderate on both occasions. It was observed that temporary roads are currently in place from Victoria Road to the Anzac Bridge (known as the Anzac Bridge Access Road) and from The Crescent to Victoria Road (known as the Victoria Road Access Road) as shown in Figure 6.1 until late 2021 while The Crescent/Victoria Road intersection is upgraded.



Source: https://www.mysydney.nsw.gov.au/rozelle_interchange

Figure 6.1: Temporary Road Changes in Rozelle

In-vehicle video recordings were taken for further analysis and for use in compiling photo montages of the driver's perspective on the approaches to the site.

The photo montages can be found in **Appendix A**.

6.3 Review of Crash Data

Crash data for the relevant sections of The Crescent, Victoria Road, the Western Distributor, Bank Street and Bowman Street was obtained from Transport for NSW in order to assess the crash history in proximity to the subject site. The most recent five years of crash data at the time of the data request was for 2015-2019, as well as January to June 2020. Crashes involving vehicles travelling in the direction of and in view of the sign were used for the assessment. The viewing areas of the static signs are from approximately 650m south-west along The Crescent, 445m south-west along Victoria Road, 555m east along the Western Distributor, as well as Bank Street west of Miller Street and Bowman Street west of Tambua Street.

As per Rule 287 (3) of the Australian Road Rules, crashes are only recorded if they are reported to police and when one of the following occurs:

- Any person is killed or injured
- Drivers involved in the crash do not exchange particulars
- When a vehicle involved in the crash is towed away.

The crash data was provided in the following severity categories:

- **Fatal** – a crash in which at least one person was killed
- **Serious injury** – a crash involving at least one person identified in a police report and matched to a health record indicating a hospital stay due to injuries sustained in a crash, or is identified as an iCare (Lifetime Care) participant AND no one was killed in the crash
- **Moderate injury** – a crash involving at least one person identified in a police report who is matched to a health record that indicates that they were treated at an emergency department but were not admitted for a hospital stay, or is matched to a CTP claim indicating a moderate or higher injury AND no one was killed or seriously injured
- **Minor/Other injury** – a crash involving at least one person identified as an injury in a police report who is not matched to a health record that indicates the level of injury severity, or is matched to a minor injury CTP claim AND no one was killed, seriously injured or moderately injured
- **Non-casualty (tow-away)** – a crash in which no one was killed or injured but at least one motor vehicle was towed away.

The crash data was mapped using GIS software and is presented in **Appendix B** along with a detailed record list. The crash maps are presented in terms of severity and type (road user movement describing the first impact of the crash), with a severity summary provided in Table 6.1.

Table 6.1: Crash Severity Summary on Approach to Site (January 2015-June 2020)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
2015	-	1	6	5	2	14
2016	-	1	3	2	3	9
2017	-	3	4	2	2	11
2018	-	1	2	1	3	7
2019	-	2	1	3	5	11
2020 (Jan-Jun)	-	-	-	1	-	1
Total	-	8	16	14	15	53

Key outcomes from the 53 reported crashes between January 2015 and June 2020 include that:

- 38 crashes resulted in injury (72%), 8 of which were serious
- 15 crashes resulted in towaways (28%)
- No fatalities were reported
- The second highest number of annual crashes was recorded in 2019 (11, though most only resulted in towaways)
- 3 crashes along The Crescent eastbound resulted in serious injury:
 - 2 crashes occurred in 2017 and 2018: 1 occurred at the City West Link Road intersection and the other occurred at the James Craig Road intersection
 - 1 crash occurred in 2016 between the City West Link and James Craig Road intersections.
- 4 crashes along the Western Distributor westbound resulted in serious injury:
 - 1 crash in 2015 involved an out of control vehicle during dry weather conditions and daylight hours
 - 1 crash in 2019 involved a pedestrian on the Anzac Bridge during rainy conditions and in darkness
 - 1 crash in 2019 involved a head-on collision with an eastbound vehicle during daylight hours
 - 1 crash in 2019 involved a rear end collision during dry weather conditions and daylight hours.

The above findings indicate a low crash rate (around 8 crashes per year for a road section carrying over 130,000 vehicles per day), particularly along the Western Distributor and Anzac Bridge in proximity to the site, also considering the road environment and the speed limit in this area. Furthermore, it is improbable that the existing static signs (and distraction due to them) would have influenced the crash history in any way.

This would continue to be expected given no changes are proposed to the signs.

6.3.1 Casualty Crashes Per 100 Million Vehicle Kilometres Travelled

The number of casualty crashes per 100M VKT was calculated for the relevant section of road as per AP-T152/10. The 100M VKT value is calculated using the following formulas:

$$\text{TrafVol}_{(5 \text{ yrs})} = \text{AADT (vpd)} \times 365 \text{ (days/year)} \times 5 \text{ (year)}$$

$$100\text{M VKT}_{(5 \text{ yrs})} = \text{TrafVol}_{(5 \text{ yrs})} \text{ (veh)} \times \text{segment length (km)} / 10^8$$

Where:

- AADT is the annual average daily traffic travelling along a section of road in both directions in a single year. The AADT of 136,756 on the Western Distributor in 2019 as per Table 5.1 was used
- Segment length is the viewing areas of the static signs, which is 1,165m (650m south-west along The Crescent/Victoria Road + 555m east along the Western Distributor – an overlap of 40m).

Using the above formulas, the casualty crashes per 100M VKT was calculated as follows:

$$\text{TrafVol}_{(5 \text{ yrs})} = 136,756 \times 365 \times 5.5 = 274,537,670$$

$$100\text{M VKT}_{(5 \text{ yrs})} = 274,537,670 \times 1.165 / 10^8 \approx 3.20$$

As shown above, the casualty crash rate for the relevant section of road is approximately 3.20 per 100M VKT. This crash rate was compared with the average NSW urban road crash rates provided in Table 3.1 in AP-T152/10, reproduced in Table 6.2. The casualty crash rates applicable for comparison are shown in red boxes.

Table 6.2: New South Wales – Road Section Crash Rates

Road stereotype		Crash rate (casualty crashes per 100M VKT)	95% confidence interval	Relative risk	Crash cost rate (cents per VKT)	Relative cost
URBAN		29.37	(29.06; 29.68)	2.29	5.77	1.41
RURAL		12.82	(12.57; 13.07)	1.00	4.08	1.00

URBAN	SINGLE	35.89	(35.33; 36.45)	3.37	7.12	2.46
URBAN	DIVIDED	25.58	(25.22; 25.94)	2.40	4.99	1.73
RURAL	SINGLE	13.44	(13.15; 13.73)	1.26	4.42	1.53
RURAL	DIVIDED	10.65	(10.17; 11.13)	1.00	2.89	1.00

Source: Austroads Road Safety Engineering Risk Assessment Part 7: Crash Rates Database, Table 3.3

The crash rate calculated above is less than both of these rates and is therefore appropriate, considering the high traffic volumes and the short 1.2km viewing area along The Crescent, Victoria Road and Western Distributor.

6.4 Approach Sightline Assessments

6.4.1 Description of Approaches

The eastbound and westbound approaches in proximity to the signs are described in Table 6.3 to Table 6.5.

Table 6.3: Approach Attributes –The Crescent eastbound

Attribute	Details
Posted speed limit	60km/h Road Work (normally 60km/h)
Decision points within view of the site	There are no decision points within view of the sign
Approach arrangement	2 uninterrupted lanes
Sight length	From approximately 650m west of the sign
Minimum duration of visibility	41s seconds at free-flow speed

Table 6.4: Approach Attributes – Victoria Road eastbound

Attribute	Details
Posted speed limit	60km/h Road Work (normally 60km/h)
Decision points within view of the site	Merging of lanes 1 and 2 approximately 270m west of the sign
Approach arrangement	3 lanes. Lanes 1 and 2 form 1 lane approximately 270m west of the sign, becoming 2 uninterrupted lanes approaching the sign
Sight length	From approximately 445m west of the sign
Minimum duration of visibility	29s at free-flow speed

Table 6.5: Approach Attributes – Western Distributor westbound

Attribute	Details
Posted speed limit	60km/h
Decision points within view of the site	There are no decision points within view of the sign
Approach arrangement	4 uninterrupted lanes
Sight length	From approximately 555m east of the sign
Minimum duration of visibility	39s at free-flow speed

6.4.2 Driver Sightline Assessment

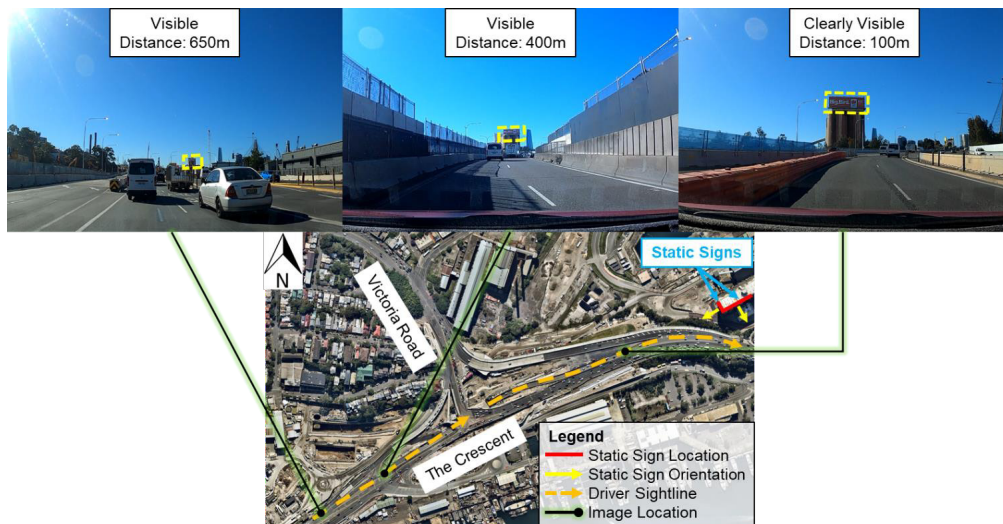
Process

In-vehicle observations were undertaken to assess the subject site considering intersection points and other traffic control devices. An assessment of still images taken from the driver's perspective with a windscreen-mounted camera is presented in the following section. It should be noted that the assessment was undertaken based on a standard passenger car and as such a driver's eye height may vary for larger and smaller vehicles. The premise of the assessment is to ensure that the existing locations of the static signs maintains a driver's sightline to intersections and traffic control devices and are not located as such that they may be confused with or confuse interpretation of these traffic control devices.

The Crescent eastbound

The eastbound approach along The Crescent is straight before curving right towards the Anzac Bridge while in view of the sign. It was observed that the western elevation sign can be seen within an approximate distance of 650m from the James Craig Road intersection. However, drivers would need to still be aware of the traffic signals before they are in view of any of the sign. The Victoria Road underpass obstructs sightlines if drivers are not aware of the presence of the sign when passing through the James Craig Road intersection, making the sign more visible to them only when exiting the underpass which is approximately 400m from the sign.

The in-vehicle sightlines from The Crescent eastbound are shown in Figure 6.2.



*Distances measured in Nearmap.

Figure 6.2: In-vehicle sightlines along The Crescent eastbound

Victoria Road eastbound

The eastbound approach along Victoria Road is straight before curving right towards the Anzac Bridge. It was observed that the western elevation sign is visible within an approximate distance of 400m. Lanes 1 and 2 merge approximately 270m prior, though there is adequate sight distance before the sign and curve. The in-vehicle sightlines from Victoria Road eastbound are shown in Figure 6.3.

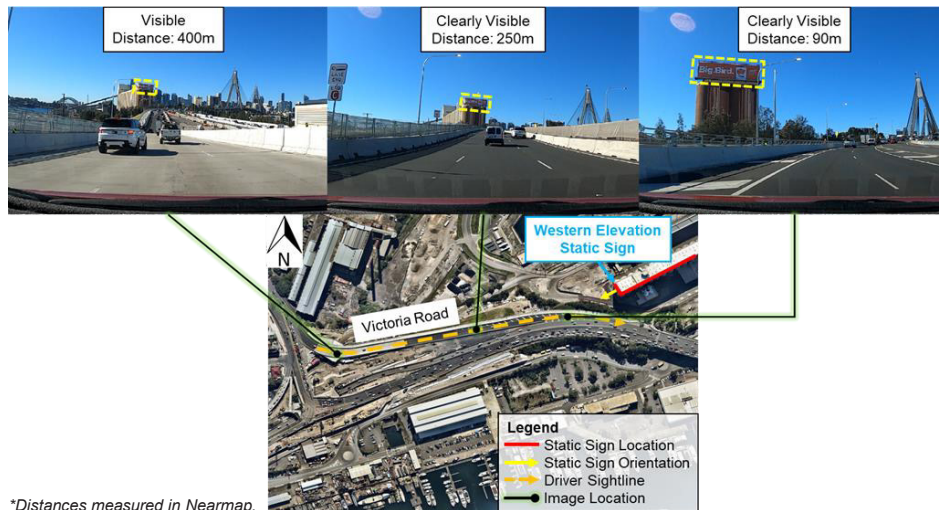


Figure 6.3: In-vehicle sightlines along Victoria Road eastbound

Western Distributor westbound

The western elevation sign from the westbound approach along the Western Distributor via the Anzac Bridge is easily visible. From an approximate view of 400m, the sign can be seen with a minor obstruction from the Anzac Bridge's truss structure. A clear sight of the static sign can be seen with a distance of 200m, fully clear of the truss structure and well in advance of the left-hand curve towards Victoria Road. The in-vehicle sightlines from Western Distributor westbound are shown in Figure 6.4.

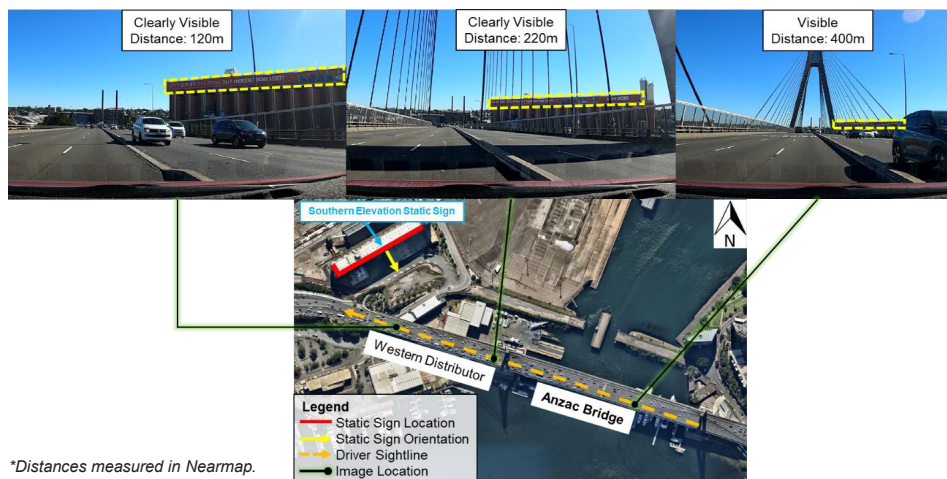


Figure 6.4: In-vehicle sightlines along Western Distributor westbound

6.5 Compliance Assessment

6.5.1 SEPP 64 Schedule 1

The assessment against SEPP 64 Schedule 1 is provided in Table 6.6. Whilst the SEPP 64 criteria are quite generic, the basis for the responses to each criterion is provided next to them.

Table 6.6: Assessment against SEPP 64 Schedule 1

Section	Criteria	Response
8. Safety	Would the proposal reduce the safety for any public road?	No – The proposal would not reduce the safety to the public road because there are no crash-related risks linked to the existing static signs apparent in the crash data.
	Would the proposal reduce the safety for pedestrians or bicyclists?	No – There are very few on-road cyclists in this area, and off-road pedestrians and cyclists are protected by the kerb and barrier. In any event, the change in pedestrian and cyclist safety risk associated with retaining the signs is considered to be negligible.
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No – No sightlines for pedestrians and children are obscured by the proposal as the signs are elevated on the roadside.

6.5.2 Transport for NSW Advertising Sign Safety Assessment Matrix

Table 6.7 details the assessment against the Transport for NSW Advertising Sign Safety Assessment Matrix.

Table 6.7: Assessment against the Transport for NSW Advertising Sign Assessment Matrix

Consideration	Response	Risk Rating	Risk Level
A. It obscures a view of an object/ vehicle/pedestrian that creates a hazard	The signs are located above all surrounding objects/vehicles/pedestrians etc.	1	Low
B. Sign positioning relative to travel direction	The signs are positioned so that only glance appreciation is required. Additionally, drivers would not need to turn/raise their head to fully observe the signs. The signs are visually prominent eastbound and westbound.	2	Low
C. It distracts a driver at a critical time	The signs are not located near any decision points.	1	Low
D. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)	The signs do not obstruct or interfere with any traffic control devices.	1	Low
E. Sign Clutter	No other advertising signs are visible when a driver is in view of the subject signs.	1	Low

6.5.3 Transport Corridor Outdoor Advertising and Signage Guidelines Section 3

Table 6.8 details the assessment against relevant road safety criteria in Section 3 of the *Signage Guidelines*.

Table 6.8: Assessment against relevant Signage Guidelines Road Safety Criteria

Criteria	Response
Road clearance	
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <ul style="list-style-type: none"> i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)? ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road? iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles? 	<p>The signs do not obstruct the movement of pedestrians or bicycle riders or protrude laterally into the transport corridor as they are on raised locations on a building off the road.</p>
Line of sight	
<p>To maximise visibility of the road and minimise the time a driver's attention is directed away from the road, the following criteria apply to all advertising signage:</p> <p>a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</p>	<p>The advertisements do not obstruct the driver's view of the road, other vehicles, bicycle riders or pedestrians at crossings given their raised locations.</p>
<p>b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.</p>	<p>The advertisements do not obstruct a pedestrian or cyclist's view of the road given their raised locations.</p>
<p>c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</p>	<p>The advertisements are deemed not to be located in a position that has the potential to give incorrect information on the road alignment. Day and night-time photo montages showing key approaches to the advertising signs are provided in Appendix A of this report.</p>
<p>d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p> <ul style="list-style-type: none"> i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)? ii. The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view. 	<p>The advertisements are located so that only glance appreciation is required, meaning drivers would not need to turn away from the road or traffic stream in order to view its display and/or message.</p>

Criteria	Response
<p>e. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</p>	<p>The advertisements do not create headlight reflections in the driver's line of sight given their raised locations and as they do not tilt down from the silos.</p>
Proximity to decision making points and conflict points	
<p>a. The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	<p>The western elevation sign is located at more than the safe sight distance from the Victoria Road eastbound merge point (approximately 400m).</p>
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	<p>The signs are not placed where they could distract a driver at a critical time as there are no intersections, nor do they obstruct a driver's view of traffic control devices given their raised locations.</p>
Advertising signage and traffic control devices	
<p>a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>The advertisements do not distract a driver from or reduce the visibility and effectiveness of directional signs, traffic signals, other traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment given their raised locations.</p>
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <ul style="list-style-type: none"> i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'? ii. Does the advertisement imitate a prescribed traffic control device? iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal? 	<p>Condition B1 of the development consent states that the approved signage must not have or use flashing lights or display resembling traffic signs or signals.</p>

7. CONCLUSIONS

The key conclusions from the traffic safety assessment to enable the ongoing display of the two existing static signs on the western and southern elevations of the Glebe Island Silos in Rozelle are summarised as follows:

- The signs are externally illuminated and will not change in terms of their existing sizes, locations and orientations. Approval from the Secretary of the Department of Planning, Industry and Environment must be gained to continue operating the signs in the event Glebe Island is redeveloped
- The signs do not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians or cyclists given their raised locations on the roadside
- There is no evidence that the signs have in the past reduced the safety of any vehicles, pedestrians or cyclist movements given their locations. It is unlikely that they would previously, or in the future, because they are located within a driver's ordinary field of view when approaching eastbound and westbound and only require glance appreciation with a small vertical deviation angle from vehicles ahead
- The *Draft Bays West Place Strategy* and The Bays Metro Station do not propose any major road works within the vicinity of the subject site that would influence the signs, or that the signs would influence
- Traffic using the M4-M5 Link project is not expected to be impacted by the advertising signage because existing traffic on Anzac Bridge is not impacted
- A review of available five years of crash data within 650m of the site was undertaken as part of the traffic safety assessment. The crash data showed a low crash rate compared the traffic volumes carried and does not identify an unusually or inherently high crash rate location on approach to the signs. The casualty crash rate calculated for the relevant section of road is approximately 3.20 per 100M VKT, which is less than both comparable average NSW urban road crash rates and is therefore appropriate. Furthermore, the crashes reported in the vicinity of the signs could not be reasonably attributed, even in part, to them
- The signs comply with the criteria set out in the SEPP 64, Transport for NSW Advertising Sign Safety Assessment Matrix and *Signage Guidelines*.

Based on the above conclusions, there are no matters that would warrant refusal of Transport for NSW concurrence being granted.





Appendix A: Photo Montages



1. The Crescent eastbound approach to Western Elevation Sign (Day)



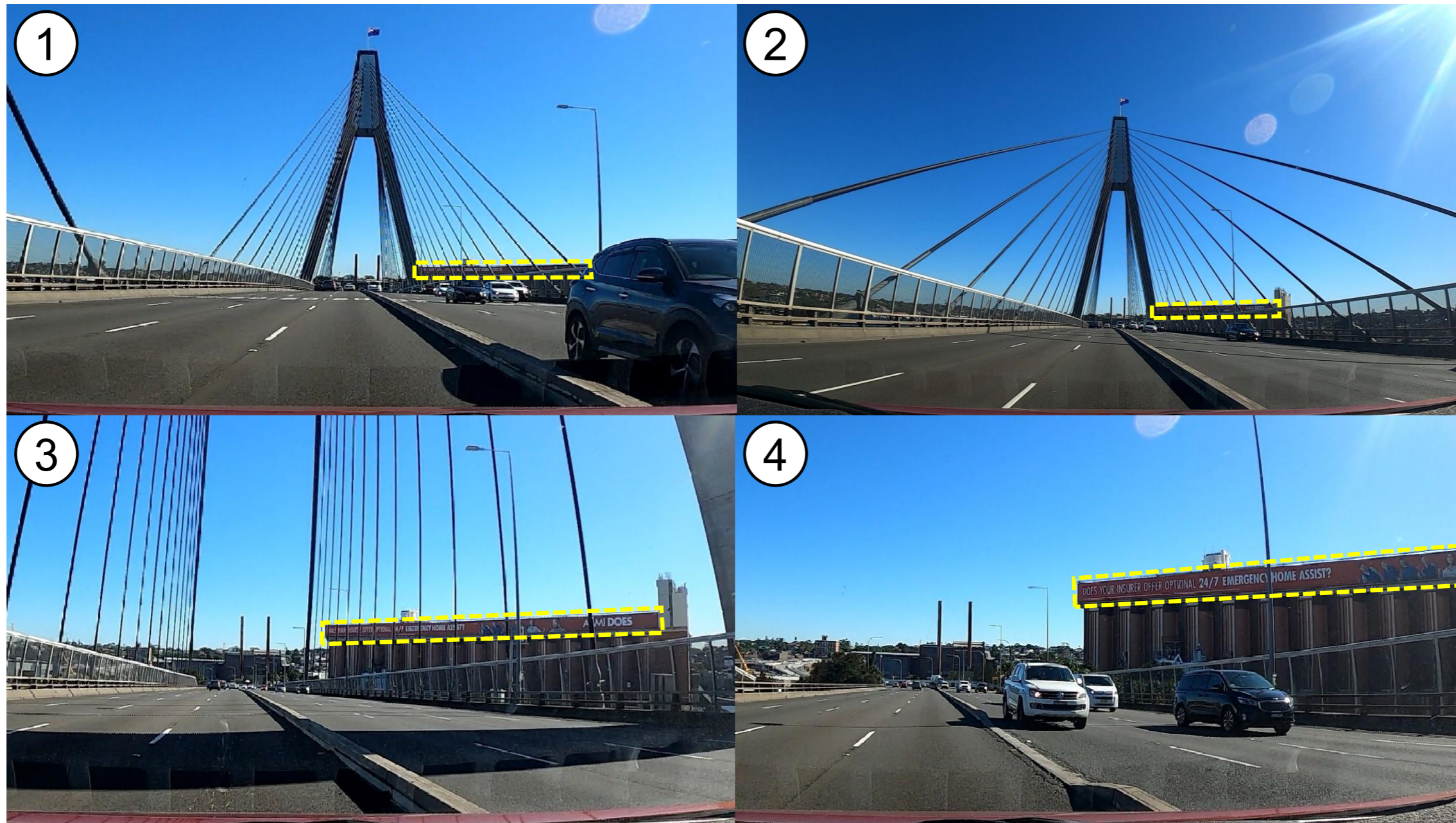
2. Victoria Road eastbound approach to Western Elevation Sign (Day)



3. Western Distributor westbound approach to Southern Elevation Sign – Lane 1 (Day)



4. Western Distributor westbound approach to Southern Elevation Sign – Lane 4 (Day)



5. Bank Street westbound approach to Southern Elevation Sign (Day)



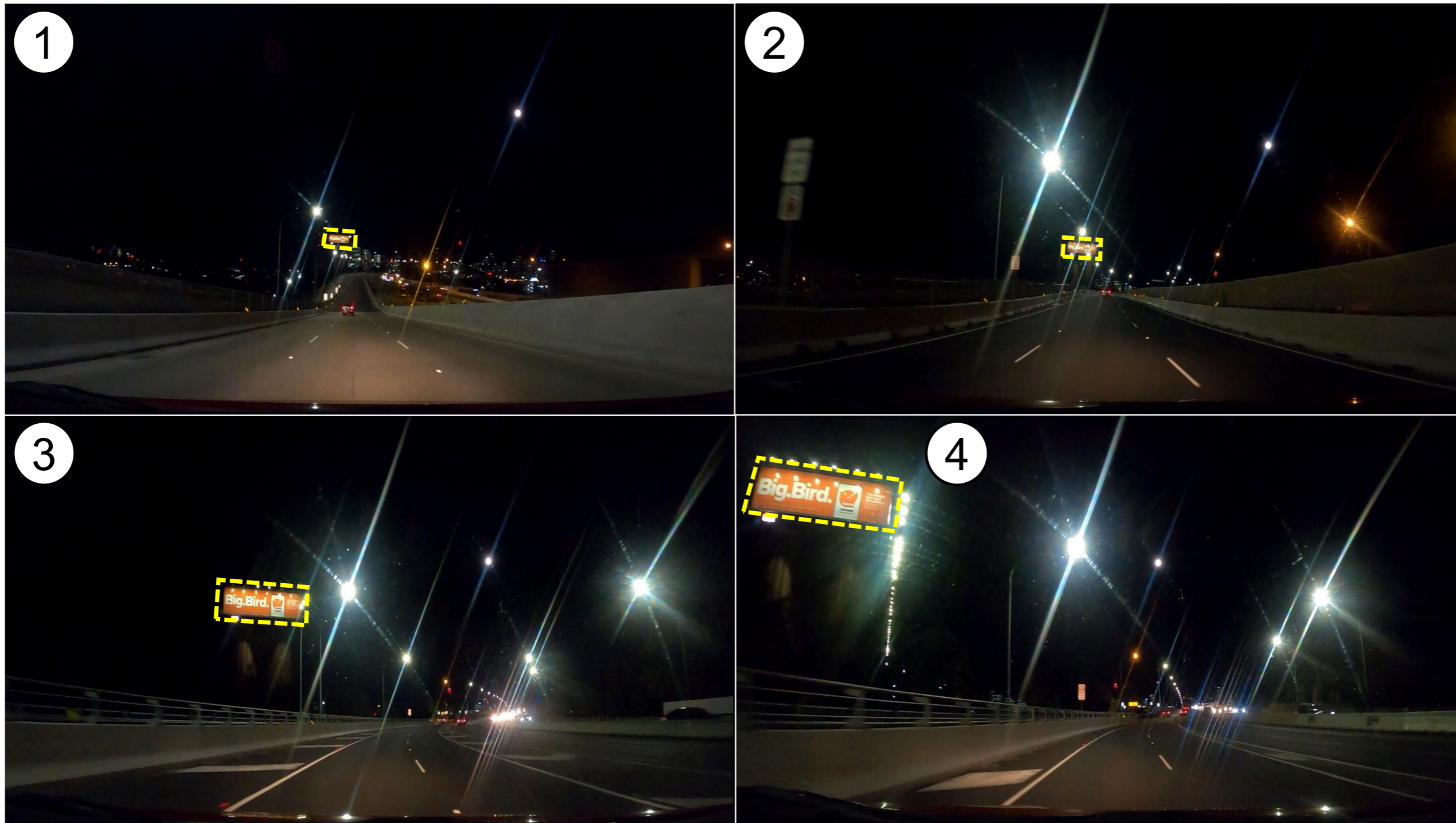
6. Bowman Street eastbound approach to Southern Elevation Sign (Day)



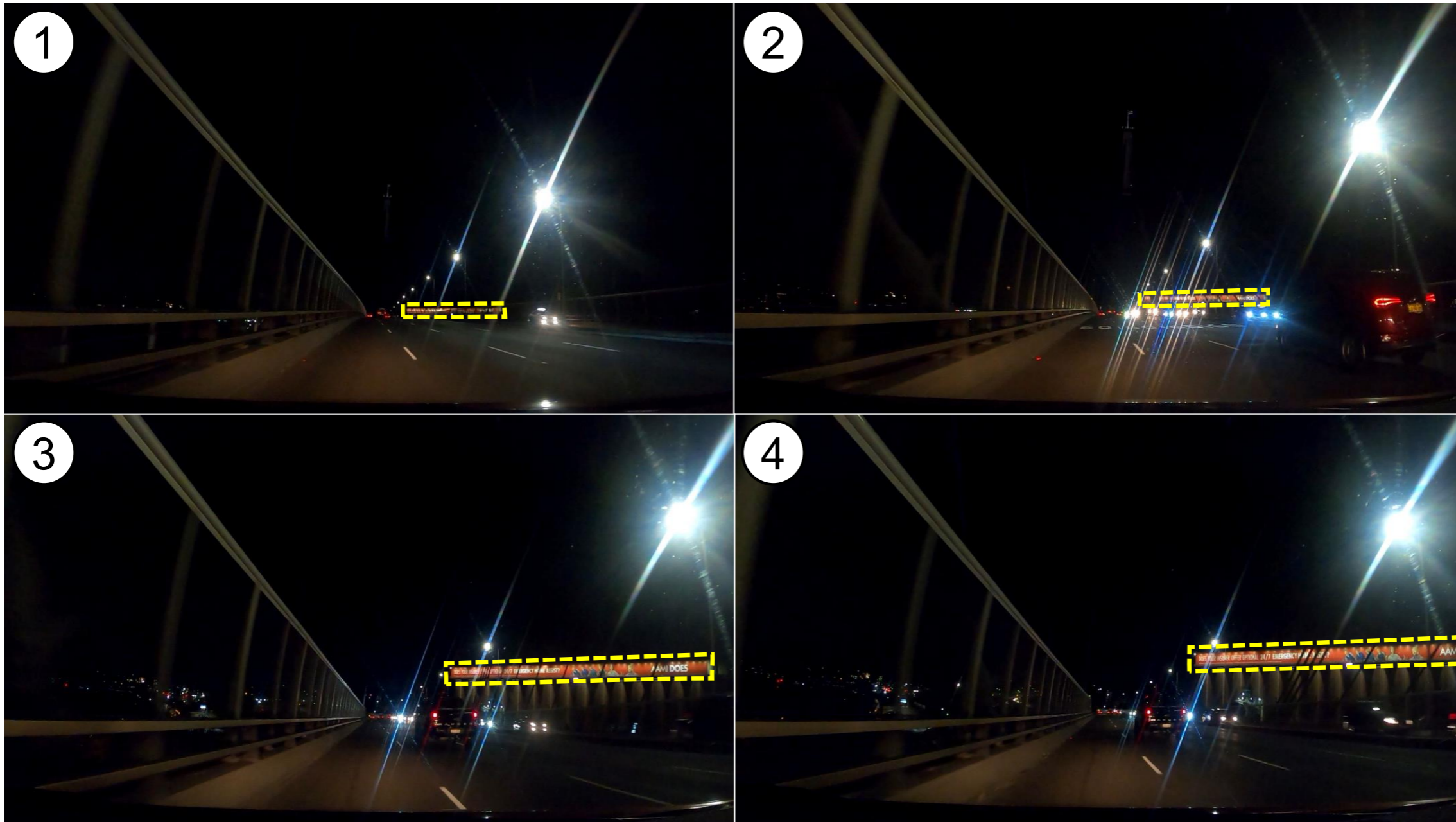
1. The Crescent eastbound approach to Western Elevation Sign (Night)



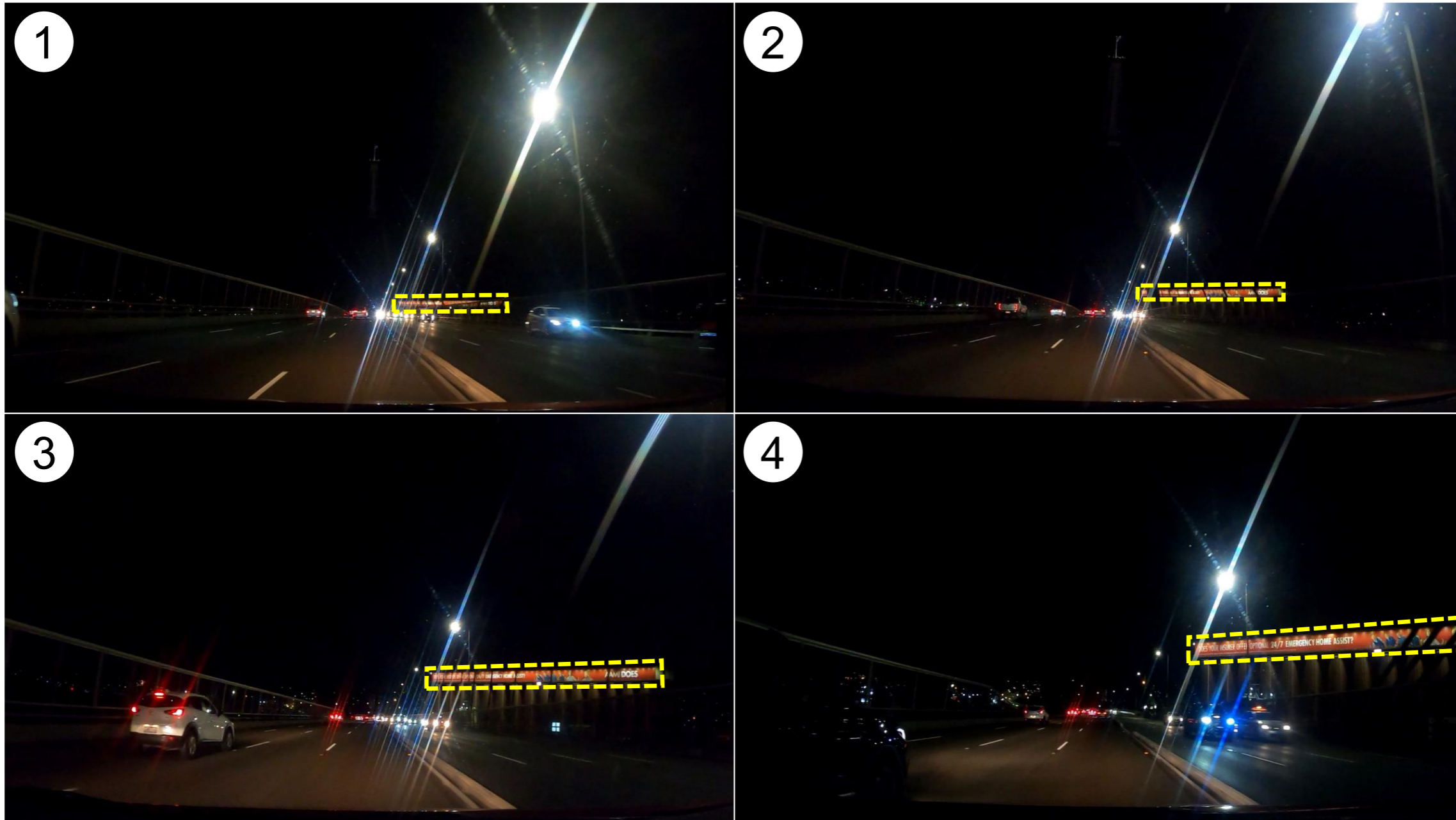
2. Victoria Road eastbound approach to Western Elevation Sign (Night)



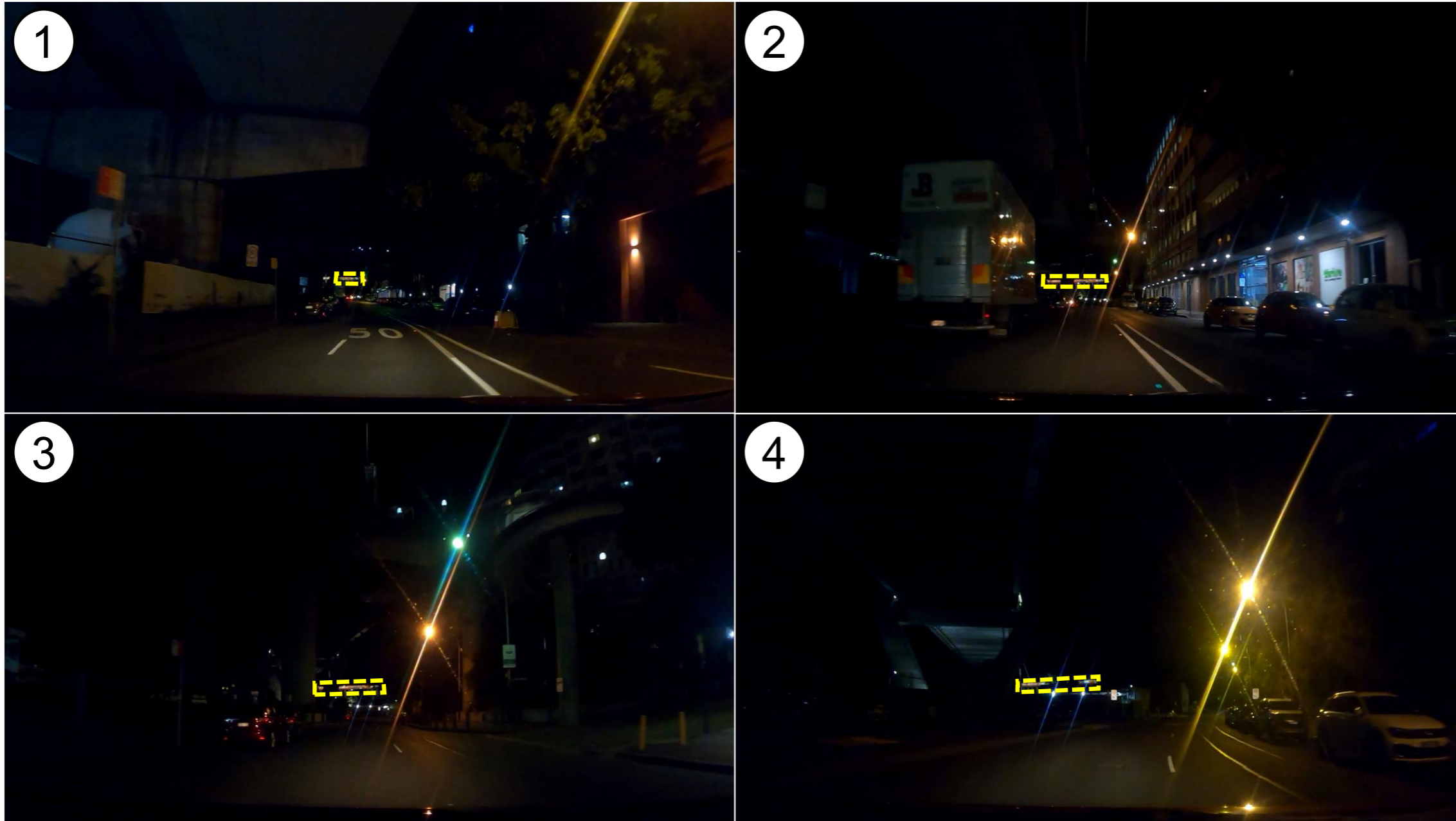
3. Western Distributor westbound approach to Southern Elevation Sign – Lane 1 (Night)



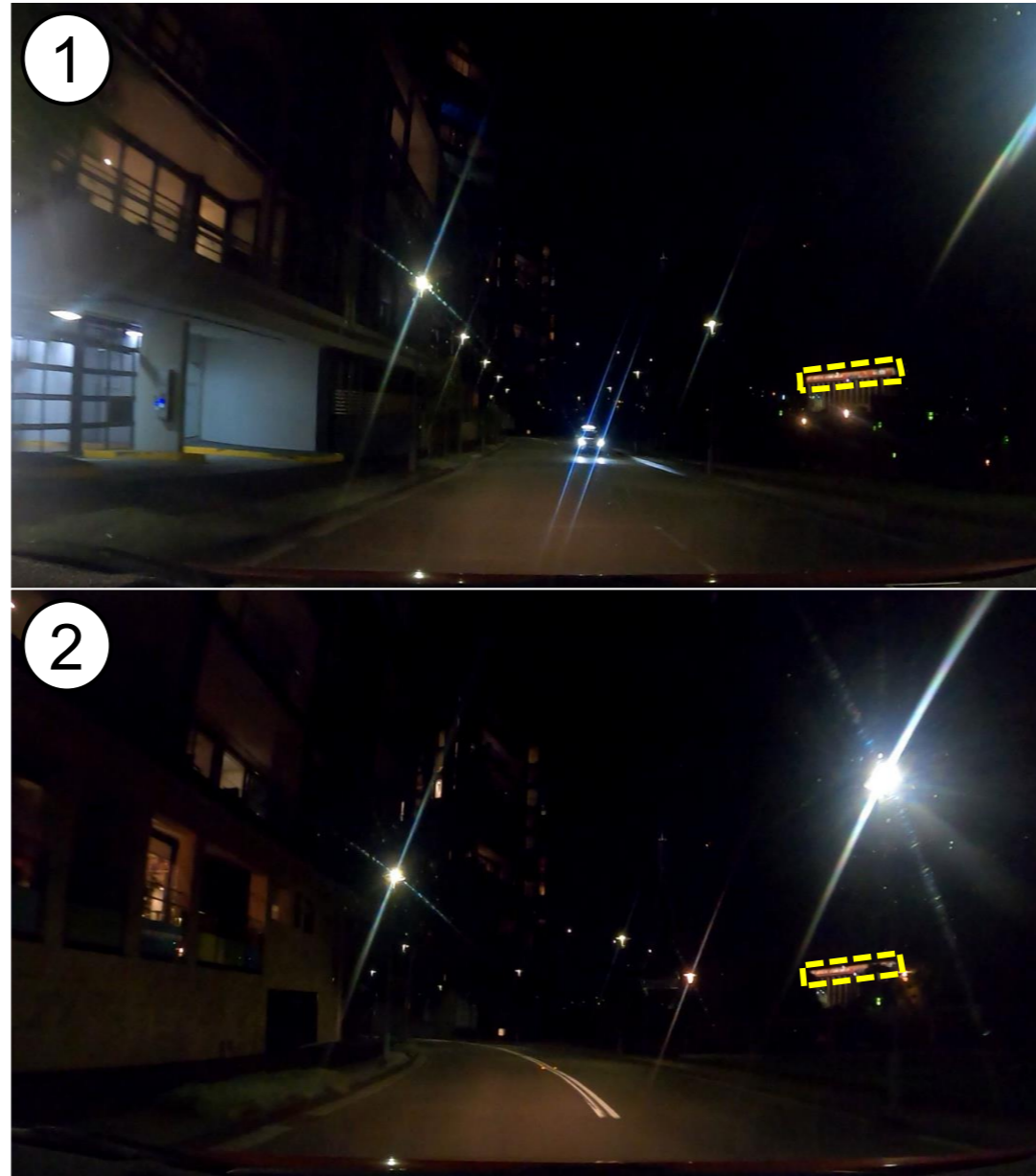
4. Western Distributor westbound approach to Southern Elevation Sign – Lane 4 (Night)



5. Bank Street westbound approach to Southern Elevation Sign (Night)



6. Bowman Street eastbound approach to Southern Elevation Sign (Night)

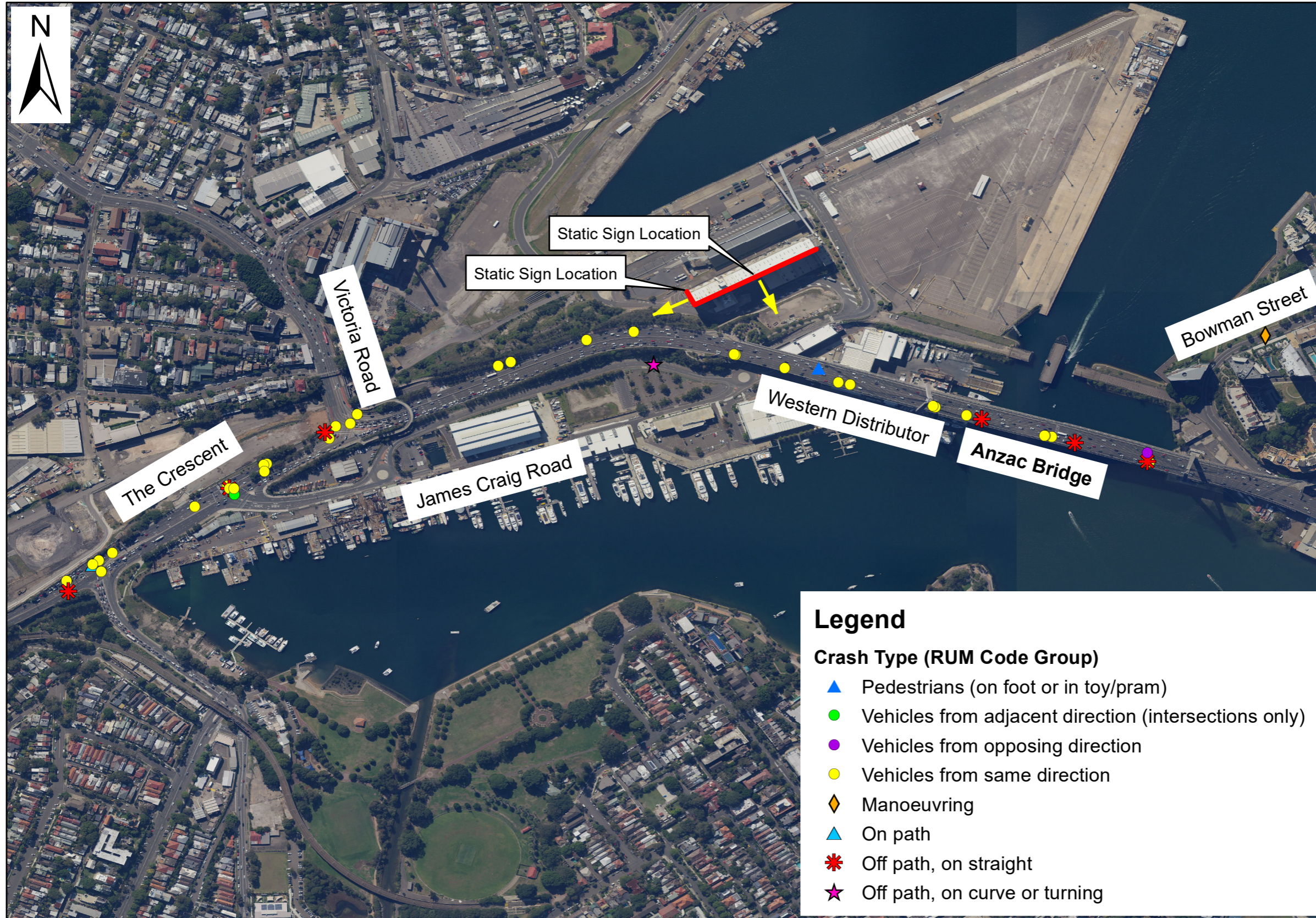




Appendix B: Crash Data







Crash ID	Degree of crash - detailed	RUM - code	RUM - description	Year of crash	Month of crash	Day of week of crash	Time of crash	Surface condition	Weather	Natural lighting	Street of crash	Street type	Distance	Direction	Identifying feature	Identifying feature type	Town	Type of location	Latitude	Longitude	Speeding involved in crash	Fatigue involved in crash	Key Traffic Unit Direction of travel
1058158	Minor/Other Injury	30	Rear end	2015	February	Saturday	2230	Dry	Fine	Darkness	VICTORIA	RD	0	Right on the spot	THE CRESCENT	MS	ROZELLE	T-junction	-33.869080	151.176208	No or unknown	No or unknown	East
1062744	Moderate Injury	39	Other same direction	2015	March	Tuesday	0610	Dry	Overcast	Daylight	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870864	151.173059	No or unknown	No or unknown	East
1064193	Moderate Injury	30	Rear end	2015	February	Saturday	1720	Dry	Fine	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868491	151.182892	No or unknown	No or unknown	West
1064610	Minor/Other Injury	30	Rear end	2015	April	Wednesday	1930	Wet	Raining	Darkness	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870864	151.173059	No or unknown	No or unknown	East
1067199	Serious Injury	74	On road-out of cont.	2015	April	Thursday	1500	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868983	151.184798	No or unknown	No or unknown	West
1067402	Non-casualty (towaway)	30	Rear end	2015	May	Tuesday	0530	Dry	Fine	Dawn	VICTORIA	RD	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869869	151.174767	No or unknown	No or unknown	East
1069221	Moderate Injury	62	Accident	2015	January	Saturday	2229	Wet	Raining	Darkness	CITY WEST LINK	RD	10	West	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870918	151.172973	No or unknown	No or unknown	East
1072136	Non-casualty (towaway)	30	Rear end	2015	July	Wednesday	1830	Dry	Fine	Dusk	VICTORIA	RD	500	East	THE CRESCENT	MS	ROZELLE	Divided road	-33.868132	151.181927	No or unknown	No or unknown	West
1073172	Moderate Injury	33	Lane sideswipe	2015	May	Tuesday	0555	Dry	Fine	Dawn	VICTORIA	RD	85	North	THE CRESCENT	TO	ROZELLE	Divided road	-33.869576	151.175290	No or unknown	No or unknown	East
1079168	Minor/Other Injury	30	Rear end	2015	September	Wednesday	1610	Dry	Fine	Daylight	WESTERN	DSTR	0	Right on the spot	ANZAC	BDGE	SYDNEY	Dual freeway	-33.869225	151.185731	No or unknown	No or unknown	West
1082397	Moderate Injury	30	Rear end	2015	October	Tuesday	0755	Dry	Fine	Daylight	VICTORIA	RD	300	East	JAMES CRAIG	RD	ROZELLE	Divided road	-33.867824	151.180170	No or unknown	No or unknown	East
1084304	Minor/Other Injury	39	Other same direction	2015	November	Thursday	1830	Dry	Fine	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869203	151.185542	No or unknown	No or unknown	West
1087669	Minor/Other Injury	35	Lane change left	2015	November	Wednesday	0745	Dry	Fine	Daylight	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869908	151.174782	No or unknown	No or unknown	East
1089006	Moderate Injury	39	Other same direction	2015	November	Friday	1800	Dry	Fine	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868824	151.184184	No or unknown	No or unknown	West
1090877	Non-casualty (towaway)	73	Off rd right => obj	2016	January	Monday	2353	Wet	Raining	Darkness	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869908	151.174792	No or unknown	Yes	East
1091761	Minor/Other Injury	30	Rear end	2016	January	Wednesday	1135	Dry	Fine	Daylight	THE CRESCENT	MS	20	West	VICTORIA	RD	ROZELLE	Divided road	-33.869240	151.176120	No or unknown	No or unknown	East
1095271	Non-casualty (towaway)	71	Off rd left => obj	2016	March	Saturday	2115	Dry	Fine	Darkness	VICTORIA	RD	170	East	THE CRESCENT	TO	ROZELLE	Other	-33.869163	151.176066	No or unknown	No or unknown	East
1098255	Serious Injury	30	Rear end	2016	February	Friday	2230	Dry	Fine	Darkness	THE CRESCENT	MS	50	West	JAMES CRAIG	RD	ROZELLE	Divided road	-33.870144	151.174331	No or unknown	No or unknown	East
1098554	Moderate Injury	30	Rear end	2016	April	Monday	1020	Dry	Fine	Daylight	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870864	151.173059	No or unknown	No or unknown	East
1105063	Moderate Injury	39	Other same direction	2016	May	Tuesday	1920	Wet	Raining	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869549	151.186999	No or unknown	No or unknown	West
1105554	Minor/Other Injury	47	Emerging from drive	2016	June	Monday	1445	Dry	Fine	Daylight	BOWMAN	ST	0	Right on the spot	NUMBER 25	HN	PYRMONT	2-way undivided	-33.867872	151.188573	No or unknown	No or unknown	North
1109032	Moderate Injury	30	Rear end	2016	June	Tuesday	1215	Dry	Fine	Daylight	CITY WEST LINK	RD	50	West	THE CRESCENT	MS	LILYFIELD	Divided road	-33.871134	151.172629	No or unknown	No or unknown	East
1121741	Non-casualty (towaway)	30	Rear end	2016	December	Saturday	2335	Dry	Fine	Darkness	WESTERN	DSTR	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.869126	151.181504	No or unknown	No or unknown	West
1131298	Serious Injury	30	Rear end	2017	January	Friday	0428	Dry	Fine	Dawn	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870864	151.173059	No or unknown	No or unknown	East
1133343	Non-casualty (towaway)	33	Lane sideswipe	2017	April	Wednesday	0702	Wet	Overcast	Daylight	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870864	151.173059	No or unknown	No or unknown	East
1133789	Serious Injury	30	Rear end	2017	February	Monday	0720	Dry	Fine	Daylight	VICTORIA	RD	50	East	JAMES CRAIG	RD	ROZELLE	Other	-33.869597	151.175249	No or unknown	No or unknown	East
1136385	Non-casualty (towaway)	30	Rear end	2017	May	Wednesday	1915	Dry	Fine	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868815	151.184152	No or unknown	No or unknown	West
1139103	Serious Injury	6	Ped on footpath	2017	May	Friday	1800	Wet	Raining	Darkness	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868304	151.182630	No or unknown	No or unknown	West
1139494	Minor/Other Injury	30	Rear end	2017	May	Sunday	1315	Dry	Fine	Daylight	THE CRESCENT	MS	50	East	JAMES CRAIG	RD	ROZELLE	2-way undivided	-33.869681	151.175259	No or unknown	No or unknown	East
1144531	Moderate Injury	30	Rear end	2017	July	Sunday	1400	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	CITY WEST LINK ROAD	TO	ROZELLE	Divided road	-33.867934	151.179544	No or unknown	No or unknown	East
1145892	Minor/Other Injury	30	Rear end	2017	August	Friday	1845	Dry	Fine	Dusk	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869556	151.187028	No or unknown	No or unknown	West
1147538	Moderate Injury	30	Rear end	2017	August	Tuesday	1249	Dry	Fine	Daylight	VICTORIA	RD	200	East	VICTORIA ROAD	OP	ROZELLE	Divided road	-33.868278	151.178366	No or unknown	No or unknown	East
1152256	Moderate Injury	34	Lane change right	2017	October	Monday	1600	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868931	151.184600	No or unknown	No or unknown	West
1156290	Moderate Injury	30	Rear end	2017	November	Friday	1020	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868304	151.182176	No or unknown	No or unknown	West
1173454	Minor/Other Injury	39	Other same direction	2018	June	Saturday	1410	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	THE CRESCENT	MS	ROZELLE	T-junction	-33.869045	151.176399	No or unknown	No or unknown	North
1174132	Non-casualty (towaway)	73	Off rd right => obj	2018	June	Tuesday	2100	Wet	Raining	Darkness	CITY WEST LINK	RD	50	West	THE CRESCENT	MS	ANNANDALE	Divided road	-33.871276	151.172651	Yes	No or unknown	East
1183487	Moderate Injury	71	Off rd left => obj	2018	September	Thursday	0750	Wet	Raining	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Dual freeway	-33.869550	151.187003	No or unknown	No or unknown	West
1184960	Non-casualty (towaway)	33	Lane sideswipe	2018	October	Saturday	1518	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	ROZELLE	Divided road	-33.868531	151.183050	No or unknown	No or unknown	West
1185796	Serious Injury	30	Rear end	2018	November	Friday	1825	Dry	Fine	Daylight	THE CRESCENT	MS	20	East	THE CRESCENT	MS	ROZELLE	Divided road	-33.870761	151.173237	No or unknown	No or unknown	East
1187771	Non-casualty (towaway)	11	Right far	2018	November	Friday	1900	Dry	Fine	Daylight	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869906	151.174855	No or unknown	No or unknown	North
1192004	Minor/Other Injury	30	Rear end	2019	January	Monday	0800	Dry	Fine	Daylight	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869906	151.174792	No or unknown	No or unknown	East
1193307	Non-casualty (towaway)	39	Other same direction	2019	February	Saturday	0910	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	THE CRESCENT	TO	ROZELLE	Divided road	-33.867934	151.179544	No or unknown	No or unknown	East
1194036	Moderate Injury	63	Off rd/r/brnd=>obj	2019	December	Friday	1819	Dry	Overcast	Daylight	JAMES CRAIG	RD	100	West	SOMMERVILLE	RD	ROZELLE	2-way undivided	-33.868254	151.180438	Yes	No or unknown	East
1195626	Non-casualty (towaway)	30	Rear end	2019	March	Friday	0900	Dry	Fine	Daylight	VICTORIA	RD	200	East	VICTORIA ROAD	OP	ROZELLE	Other	-33.869222	151.178534	No or unknown	No or unknown	East
1200159	Minor/Other Injury	30	Rear end	2019	March	Saturday	1500	Dry	Fine	Daylight	CITY WEST LINK	RD	10	West	THE CRESCENT	MS	LILYFIELD	T-junction	-33.870918	151.172973	No or unknown	No or unknown	East
1200613	Moderate Injury	73	Off rd right => obj	2019	March	Monday	2310	Wet	Raining	Darkness	WESTERN	DSTR	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869303	151.186039	Yes	No or unknown	West
1204263	Serious Injury	20	Head on	2019	June	Wednesday	1800	Unknown	Unknown	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869436	151.187003	No or unknown	No or unknown	West
1206513	Non-casualty (towaway)	30	Rear end	2019	July	Monday	0645	Dry	Fine	Daylight	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.871011	151.173089	No or unknown	No or unknown	North
1210389	Non-casualty (towaway)	13	Right rear	2019	July	Friday	1050	Wet	Raining	Daylight	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869990	151.174859	No or unknown	No or unknown	North
1217086	Serious Injury	30	Rear end	2019	October	Friday	1350	Dry	Fine	Daylight	VICTORIA	RD	0	Right on the spot	ANZAC	BDGE	PYRMONT	Divided road	-33.869201	151.185634	No or unknown	No or unknown	West
1218830	Non-casualty (towaway)	34	Lane change right	2019	October	Friday	0750	Dry	Fine	Daylight	VICTORIA	RD	35	East	THE CRESCENT	TO	ROZELLE	Divided road	-33.868918	151.176493	No or unknown	No or unknown	East
1225529	Minor/Other Injury	30	Rear end	2019	September	Friday	1230	Dry	Fine	Daylight	THE CRESCENT	MS	0	Right on the spot	JAMES CRAIG	RD	ROZELLE	T-junction	-33.869906	151.174855	No or unknown	No or unknown	East
1232504	Minor/Other Injury	32	Right rear	2020	March	Tuesday	1615	Dry	Fine	Daylight	CITY WEST LINK	RD	0	Right on the spot	THE CRESCENT	MS	LILYFIELD	T-junction	-33.871011	151.173089	No or unknown	No or unknown	North

APPENDIX G

LETTER OF PUBLIC BENEFIT OFFER



6 August 2021

Con Vafeas
Strategic Investments & Property Manager
Inner West Council
PO Box 14
Petersham NSW 2049

By email: con.vafeas@innerwest.nsw.gov.au

Dear Con

As you are aware, Eye Drive Sydney Pty Ltd, a subsidiary of oOh!media (oOh!) will be lodging an application for a development consent for the signage on the Glebe Island Silos with the Minister for Planning for continued use of the existing sign for a further 10 year term.

oOh! has entered negotiations with Inner West Council (Council) for oOh! to continue to provide a public benefit contribution to the Inner West community on similar terms as the current Voluntary Planning Agreement (VPA).

oOh! offers to enter into a formal agreement (Agreement) with the Council in accordance with the public benefit requirement under clause 13(2)(B) of the State Environmental Planning Policy No 64 – Advertising and Signage (SEPP 64) based on the following key terms:

- Commencement:** From the expiry of DA 01-09-2011 MOD and current VPA dated 30 May 2019 both being 11 April 2022;
- Contribution:** oOh! 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;
- Expenditure:** The contribution is to be used towards heritage conservation in the Inner West local government area;
- Timing:** The first payment is to be made within 14 days of the development consent being granted and, should GST apply to the payment, Council must provide to oOh! a tax invoice. The payments will then be made monthly in advance for the rest of the consent period.

Sydney
Level 2, 73 Miller Street
North Sydney NSW 2060

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oohmedia.com.au

oOh!media Operations Pty Ltd ABN 44 094 713 210



This offer is subject to the Minister of Planning granting development consent for a further term.

oOh! would appreciate acknowledgement of this offer by return email.

We look forward to discussing this with you further.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Anita", written over a light blue circular stamp.

Anita Burgermeister
Commercial Director

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North Sydney NSW 2060

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oOh!media Operations Pty Ltd ABN 44 094 713 210