

Glebe Island Silos Advertising Signage – Modification Application – DA 2/13182 MOD 1 (PAN-541019) – Summary of Public Submissions

Submission Number	Suburb	Submission Type	Submission Comments
1 (SUB-11424)	Glebe	Objection	<p>This signage is inappropriate as:</p> <ol style="list-style-type: none"> 1. It was meant to be a temporary installation for the Olympics over 20 years ago and was part of the Silos repaint as Greek Columns. The columns and billboard are not in-sync as per the original designer's concept. 2. It is ugly to look at. 3. Its size is overpowering for the location and not in-sync with the silos paint work. 4. It detracts (Overwhelms) the silo's column artwork. 5. Some will think that this signage area is a diver distraction. 6. It detracts from the surrounding beauty of the ANZAC bridge and harbour. 7. Billboard advertising is not successful as we are now an online society. 8. The light pollution is offensive to those who live in the area. 9. The light pollution disrupts the night cycle of animals. 10. The harbour area should be made up of harbour type scenes. Not big signs - it is totally out of place and character for its location. <p>I defy anybody to find anybody who thinks the advertising sign looks Good, Pretty, Appropriate for the area.</p>
2 (SUB-11425)	Glebe	Objection	<p>I understand that this advertising space was approved on a temporary basis in the lead up to the Sydney 2000 Olympic Games. Indeed, the silos themselves are still adorned with the artwork associated with the Games, to which I have no objection.</p> <p>The temporary nature of the advertising space means that it can continue only by way of repeated extensions, to which residents like me, foreshore visitors and anyone who cares more for beauty than for money must object, if they can be bothered.</p> <p>If the assessment process is, as one is forced to conclude, a sham, and the extension will be granted, as it always has been in the past, in the commercial interests of the only two parties that actually benefit: the lessor and the lessee, while maintaining the pretence that the advertising is only "temporary", then perhaps the lessor and lessee might have the decency and integrity to seek approval for a permanent billboard, rather than putting objectors to the bother of making futile submissions every few years.</p> <p>For the record, I object to the presence of these billboards on several grounds:</p> <ol style="list-style-type: none"> 1. Sydney does not suffer from a shortage of advertising. 2. The heritage status of the silos is undermined by the presence of advertising. 3. Ugly billboards are inconsistent with the high standards of urban renewal underway in conjunction with the NSFM, the former fish market site and the Bays Metro area and the magnificent civil engineering of the ANZAC bridge. 4. I do not like having advertisements for harmful good and services such as gambling or alcohol visible to my children from their bedroom windows. 5. Why should the scenic beauty of the Glebe foreshore shared path and Blackwattle Bay parklands, enjoyed by so many members of the community, be defaced with vast commercial messaging?

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			<p>If an extension is approved (and it definitely should not), the extension should have a definite end date, after which no further extensions will be contemplated, perhaps coinciding with the opening of the Bays Metro station.</p> <p>Although it will not receive quite this many submissions (we objectors are jaded and sceptical after being ignored repeatedly), I would submit that, in Sydney, approximately 6 million people would rather see the application denied, in contrast to the two parties who have a financial interest in its approval, one of whom, the crown, is the consent authority.</p>
3 (SUB-11460)	Glebe	Objection	<p>This signage is visual pollution on a grand scale. We have a beautiful view of the Anzac Bridge and the city but that huge sign affects our property value and our day-to-day pleasure in living here in Glebe Point. So much depends on the advertiser. Will they choose something tasteful or brutally ugly? And if it's ugly, we have to put up with it for a month and hope for the best with the next advertiser. It's in our faces every day and it needn't be. This signage was supposed to be up for the duration of the 2000 Olympics, here we are 25 years later and it's still there and still an eyesore. I understand that the Inner West Council makes revenue out of it which is probably hard to give up. But please, for the sake of everyone who lives with this signage constantly in our faces, make the right decision, the morally correct decision and take that billboard down. Let the Silos be silos again.</p>
4 (SUB-11461)	Glebe	Objection	<p>This sign is huge, ugly and detracts from the view and the value of my property. It's time to end this visual pollution.</p>
5 (SUB-11467)	Brunswick Heads	Comment	<p>My brother and I have held units in Mary Street and Stewart Street, Glebe for decades. During this time, we have been very conscious of the illumination of signage on these silos.</p> <p>The silos are full frontal onto foreshore's residential development and indeed pending development. At any time, the scale of this advertising has been, in diplomatic terms, imposing! Whilst it is a matter of perspective, I am of the position that imposition is, in terms of scale, far too much if not is reduced to visual pollution.</p> <p>However, I understand the momentum for advertising but ask that serious consideration be given to</p> <p>(a) reducing significantly, the intensity of the illumination and</p> <p>(b) turning it off at say 10.00 pm at night.</p> <p>The former may help reduce its imposing nature and surely the latter is an economic move given the high cost of energy. If advertisers are not willing to turn the lights off, then it begs the question about any company advertising on the silos social and economic conscience....it's blatant wastage.</p>
6 (SUB-11563)	Glebe	Object	<p>Application Eye Drive has applied to extend the duration of the use of the Glebe Island Silos signage display for a three-year term. The use of this building for advertising is an eyesore. The building itself is unattractive and to place advertisements on it which are visible day and night from a range of views is unacceptable. Instead, why not make a more creative impact by displaying indigenous art on the space? The city sorely needs a more creative use of public space, not more advertising.</p>
7 (SUB-11649)	Glebe	Object	<p>Imagine Sydney with a quartet of iconic landmarks and tourist and visitor attractions:</p> <ol style="list-style-type: none"> 1. Sydney Harbour Bridge 2. Sydney Opera House

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			<p>3. New Sydney fish market</p> <p>4. Silos with Aboriginal artwork.</p> <p>How much more attractive and worthwhile than the current garish and banal advertising atop the Glebe Island silos?</p>
8 (SUB-11653)	Glebe	Object	Save our Bay (see attached submission)
9 (SUB-11655)	Glebe	Object	<p>The proposal seeks a s4.55 Modification Application to vary the duration of consent for a further 3 year term. This is inappropriate and unreasonable.</p> <p>Urbis claims in its visual impact assessment that: <i>“In visual terms, the proposal to extend the consent is appropriate in that the proposal is substantially the same as that approved”. And...“The proposal will not generate any additional visual effects in night time views from residential locations or foreshore areas within Glebe or Pyrmont, or from Rozelle Parklands which are used during the day and night. Notwithstanding visibility of the sign from the above locations, the proposed extended use (3 years) will have no adverse impact on the amenity or visual quality of special areas”.</i></p> <p>This is an inadequate and unconvincing argument. Just because something has been there for years does not make it ok, especially for to people who view it every day and night.</p> <p>More importantly, the development of the new Fish Market which the Urbis report fails to even mention let alone consider has changed the game. There will be millions of eyeballs registering this sight and it is time for Sydney to provide an attractive outlook rather than another garish billboard – and the biggest one in Sydney.</p> <p>The Minns government Minister for Lands and Property Steve Kamper said recently: <i>“The new Sydney Fish Market is set to be the next iconic addition to Sydney’s beautiful harbour, and today’s announcement will make it even easier for locals and visitors to access this landmark.”</i> <i>“More than 6 million visitors a year are expected to access the new Sydney Fish Markets, more than double the number going to the current facility. It will also serve as the perfect bookend to more than 15 kilometres of unbroken waterfront promenade from Rozelle Bay all the way to Woolloomooloo.”</i></p> <p>A proper public discussion of the public value of this iconic site, and how it should be refreshed, is warranted and well overdue since the Olympic Grecian columns and advertising banner have outlived their meaning and presence.</p> <p>The new Fish market makes it urgent not to lose this opportunity for another three years. It’s time!</p>
10 (SUB-11659)	Glebe	Object	<p>We object to continuation of the signage on the top of the silos. The signage on the silo truly is visually overbearing, it is basically too big, and is considered an eyesore. In particular, it detracts significantly from beautiful vistas of the bay, Anzac Bridge and the general city scape. In particular, when driving over the bridge it detracts from the urban skyline. It also is a harsh juxtaposition against the architectural aesthetic of the silos.</p> <p>The temporary nature of the original agreement (which was associated with the 2000 Olympics) has been surpassed significantly now and the signage should be ceased.</p>



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Objection to Modification of Glebe Island Silos Advertising Signage DA21/13182 MOD 1

Save Our Bays objects strongly to the application by Eye Drive Sydney to 'extend the duration of the use of the Glebe Island Silos signage display for a further three years until September 2028 after the expiry of the current Development Consent (due to expire on 8 September 2025).

We dispute the conclusions about the visual impact being 'acceptable' and the public benefit to the local community being 'sufficient'.

The reasons for our concerns and objection are three-fold and relate to:

- The unattractive dominating visual impact of the advertising and the visual impact and night illumination impact on nearby residents and park users
- It will detract from the view of the bay and the Anzac Bridge from the new Fish Market with predicted 5–6 million tourists each year.
- The wasted opportunity to do something much more attractive and of community benefit.

The signage atop the silos was meant to be a temporary installation for the Olympics over 20 years ago and was part of the Silos repaint as Greek Columns. The columns and billboard are not in-sync as per the original designer's concept and have more than exceeded their use by date. It is time for a change and the redevelopment of the area, and in particular the forthcoming opening of the new Fish Markets is the opportunity to mark a change with something much more visually appealing for the millions of international tourists who will visit the Fish Market.

3 year timeframe

The application for a further 3 year extension is unwarranted and inappropriate.

Visual amenity

The Visual Impact Assessment by Urbis for oOh! Media concluded that:

- No new visual effects, increased external visibility or visual impacts will be generated by the proposal in addition to those which already exist and have been approved.
- The existing day and night view compositions experienced in close and medium distance public domain views will remain unchanged.
- The retention of signs for an additional three year period, will not generate any additional visual effects or impacts on the existing character and scenic quality of public and private domain views, will not block access to and from the heritage item (Glebe Island Silos), will not increase the potential visual catchment, and will not create any additional impacts to those which currently occur.
- Directly aligned potential private domain views to the existing signs are constrained to a limited number of dwellings to the south and south-east, where the most affected views would be highly oblique from external balconies. Views from potentially affected private domain locations are likely expansive where the proposal would occupy a minor extent of the wider view available.
- The proposal would remain visible within its industrial maritime setting and visual context.
- The proposed s4.55 Modification will not generate any new private domain visual effects or impacts.
- The proposed s4.55 Modification is consistent and highly compatible with relevant environmental planning instruments and endorsed desired future character for Glebe Island and wider visual context.
- The existing signs have been a local visual landmark and iconic way finding feature that punctuate this highly urbanised environment and are recognised as such within the Glebe Island Silos Advertising Signage Development Control Plan.
- In our opinion, the existing level of visual effects and impacts generated by the existing signs are reasonable and acceptable and as such the s4.55 Modification can be supported

It is fanciful to suggest (as noted by Urbis p. 11) that:

“The signage contributes to the visual interest of the Bays Precinct and can be considered a locally iconic billboard and visual landmark. The Glebe Island Silos DCP 2004 states that “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.** [emphasis added] It is recognised that in many other world cities, signage (particularly night time signage) has become an iconic part of city’s identity. Examples include New York City and London.”

And further that:

“The signage demonstrates innovation as it comprises durable outdoor materials and the advertising copy is purpose designed for the Silos given their significant size.”

Is this really anyone’s definition of innovation in this context??

Consideration of visual impact

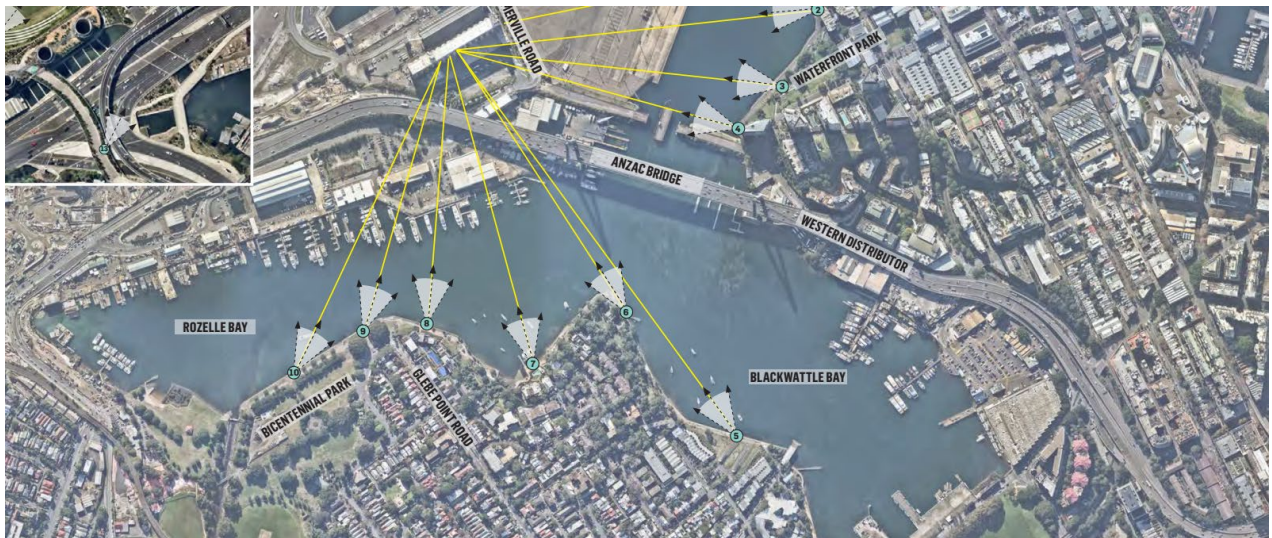


Figure 13 – Urbis Visual Impact Assessment p. 23

The major argument of Urbis’ visual impact assessment is that nothing has changed or is likely to in the three-year period affecting the visual impact of the continuing assault of the advertising so there is nil impact – no problem. While this may be correct on one level, it misses the point that the impact as is will continue. Local residents who see this ugly and intrusive each day and each night object to this conclusion by people who do not live here and impose their advertising and assessment opinions on those who do.

It is not logical or reasonable to conclude that:

“The proposal will not generate any additional visual effects in night time views from residential locations or foreshore areas within Glebe or Pyrmont, or from Rozelle Parklands which are used during the day and night. Notwithstanding visibility of the sign from the above locations, the proposed extended use (3 years) will have no adverse impact on the amenity or visual quality of special areas.” (Appendix E Urbis Visual Impact Assessment, p. 10)

There is a substantial residential population in apartments and houses almost directly opposite and in direct line of sight of the massive, dominating and often glaring advertisements. The Glebe foreshore walkway is heavily used – by thousands of people walking, with babies and dogs, cyclists, runners, picnickers, and many people working from home.

It is not clear how Urbis is able to conclude that the overall visual impact rating is low at all 14 locations. In fact, it belies credulity.

Which, if any, nearby residents did they ask to establish this? If they had asked a number of residents at Glebe Point and Pyrmont, they would find many who object to the signage and particularly the poor quality, garish, banal and unimaginative advertising. The lack of complaint is simply the result of not knowing who to complain to and expecting no resolution if a complaint was to be made. Now there is a chance perhaps for a change?

Failure to consider the view from the new Fish Market or future development on the old fish market site.

While Urbis has considered the future BaysWest and metro development, it is surprisingly silent on the forthcoming opening of the new Fish market. There is not one reference to the Fish market and the Figure 13 map provides no line of sight or consideration of the visual impact on visitors to this new development and the many who will travel there by ferry.

The Minns government has announced \$30 million to build a ferry wharf at the Fish market, and the Minister for Lands and Property Steve Kamper said:

“The new Sydney Fish Market is set to be the next iconic addition to Sydney’s beautiful harbour, and today’s announcement will make it even easier for locals and visitors to access this landmark.”

“More than 6 million visitors a year are expected to access the new Sydney Fish Markets, more than double the number going to the current facility. It will also serve as the perfect bookend to more than 15 kilometres of unbroken waterfront promenade from Rozelle Bay all the way to Woolloomooloo.”

“The new Sydney Fish Market will be must-visit destination for everyone, now that it is nearing completion, we are starting to get a sense of how impressive and spectacular the new Sydney Fish Market will be.”

Such a wasted opportunity

The beneficiaries of the signage are limited to the Sydney Port Authority and Ooh! Media who lease the site and the Inner West Council. The Inner West Council benefits financially but their residents are least directly or not at all affected by it.

Urbis claims that the silo signage is “a locally iconic billboard and visual landmark”.

But with many millions of eyeballs likely register it over the next three years and beyond with the opening of the new Fish Market, it is well past time to do something innovative and imaginative with it.

Many interstate and international visitors already ask why Sydneysiders continue to allow such an unattractive sight with a huge advertisement in such a prominent site at the Western entry and exit to the CBD area?

30 years of advertising is more than enough.

A proper public discussion of the public value of this iconic site, and how it should be refreshed, is warranted and well overdue since the Olympic Grecian columns and advertising banner have outlived their meaning and presence.

It is the ideal time and opportunity for NSW Govt to contribute to the celebration of Aboriginal country and heritage – with Aboriginal community ‘voice’.

Community information/involvement is the keystone for the development of liveable and interesting cities and the successful transformation of such valuable foreshore land and water. Public cynicism about development projects in Sydney is widespread, and for good reason, particularly in relation to harbourside land.

It would be a very poor choice indeed to allow a huge billboard and an outdated façade to continue to dominate this site.

This is a valuable opportunity for real public benefit to reflect the history of this location, highlighting this heritage site and creating an imaginative and innovative part of our urban landscape.

It is time for change, for some vision, and imagination.

Dr Judy Cashmore AO
President of SOBS

24 June 2025