

24 June 2025

Our Ref: 2025/374879

File No: R/2021/8/B

Sam Kelly
Senior Planning Officer, Transport and Water Assessments
Department of Planning, Industry and Environment

Via NSW Planning Portal

Dear Sam,

Exhibition of Modification Application – Glebe Island Silos Signage - DA 21/13182

Thank you for your correspondence dated 11 June 2025 inviting the City of Sydney Council ("the City") to make a submission on the abovementioned application. The proposal seeks to extend the duration of the Glebe Island Silos signage display for a further period of 3 years.

The City **objects** to the extension of the display of third-party advertising signage. The following comments are made:

1. Inconsistency with the intent of the original application

The City has long expressed opposition for the erection and extension of the display of third-party advertising on the Glebe Island Silos. The temporary intent and purpose to which the signage was approved, which was the exceptional circumstance to assist the State Government in achieving a successful outcome in the Sydney's bid for the 2000 Olympics, has completely eroded.

The City assumes that the consent authority was satisfied at that time that the apparent negative impacts to the heritage item was acceptable in the short term. This short term impact was mitigated through the imposition of a time limited consent ending in 2002, and a condition requiring the site to be restored following the lapsing of the consent.

Since that time, the rolling consents to extend the signage display is perpetuating a permanent blight on the Sydney skyline by third-party advertising for 25 years following on from the 2000 Olympics. The past approvals have set a highly undesirable precedent and have undermined the application of time limited consents as a useful tool for allowing billboard advertising for short periods to promote important events. This would challenge future applications of similar nature in ensuring certainty that a time limited consent would be a reliable mechanism to confine impacts to the short term.

Allowing the signage display for third-party advertising to continue indefinitely through the subject application goes against the original intent of the signage and sets a negative precedent for temporary arrangements. The City considers this is not in the public interest and should conclude.

2. Heritage

The site is identified as a heritage item under Schedule 4 of *SEPP (Precincts – Eastern Harbour City) 2021*.

It is acknowledged that the proposal does not involve any physical works. Nevertheless, the proposal must consider the provisions of *Part 5 Heritage Conservation* of the SEPP that require the consent authority to consider the impacts of the proposed development to the heritage significance of the item and its setting as well as measures to conserve the heritage significance of the item and its setting.

The City maintains that the signage has a detrimental impact on the heritage significance of the heritage item, the continued display of third-party advertising is unsightly and visually unappealing and therefore, significantly detracts from heritage significance of the Silos.

3. State Environmental Planning Policy (Industry and Employment) 2021

Whilst the City does not support the display of third-party advertising, consideration is made to the provisions of the SEPP respectively.

Section 3.19 – Roof or sky advertisements requires the consent authority to be satisfied that the roof or sky advertisement improves the visual amenity of the locality in which it is displayed and is consistent with the relevant development control plan.

The City's objection to the original development application strongly objected to the proposed 10-year time limit and was supported by the Department. The City reiterates that should consent be granted, it must be limited to no more than a 3-year period as outlined in the applicable DCP, The Glebe Island Solos Advertising DCP 2024, as proposed.

The City maintains that the third-party advertising signage does not satisfy the Assessment Criteria in Schedule 5 when considered in its broader context noting the vantage points throughout the residential areas of Pyrmont and Glebe from which the signage can be seen. Additionally, the signage is inconsistent with the desired future character of the Bays West precinct as outlined in the Bays West Place Strategy, particularly noting the Glebe Island Silos are indicated as heritage landmarks in the Strategy that 'act as destination markers and speak directly to the place narrative and history of Bays West'.

The continued presence of the signage for third-party advertising, and the ongoing blight to which it contributes, is clearly incompatible with that vision and would compromise future residential amenity of the precinct.

4. Public Benefit

It is noted that a contributions deed of agreement is in place between the proponent and Inner West Council seeking to act as a public benefit pursuant to Section 3.11

of the SEPP. The City considers a greater public benefit can be offered by removing the signs as stated above.

Should you wish to speak with a Council officer about the above, please contact Michael Stephens, Specialist Planner, on 9265 9040 or at mjstephens@cityofsydney.nsw.gov.au

Yours sincerely,

A handwritten signature in black ink, appearing to read 'GJahn', with a large loop at the end.

Graham Jahn AM LFRAIA Hon FPIA
Chief Planner / Executive Director
City Planning | Development | Transport