

Local Planning Panel

4 February 2026

Application details

Address: 4-6 York Street, Sydney

Application: D/2025/1053

Applicant: Apparition Media Pty. Ltd.

Owner: 4 York Street Pty. Ltd.

Architect/Designer/Consultants: Rob Pickett Design, Keylan Consulting Pty. Ltd., James Phillips (Weir Phillips Heritage).

Proposal

Hand-painted third-party advertising sign on the north elevation of the existing building

Recommendation

Refusal

Reason reported to LPP

The application is reported to the LPP for determination due to:

- departure from a development standard contained in SEPP (Industry and Employment) 2021
 - S3.20(2)(b)(ii) restricts wall advertisement to 20% of total wall elevation
 - proposed sign is 36% of north elevation - 82% departure from the standard

Background

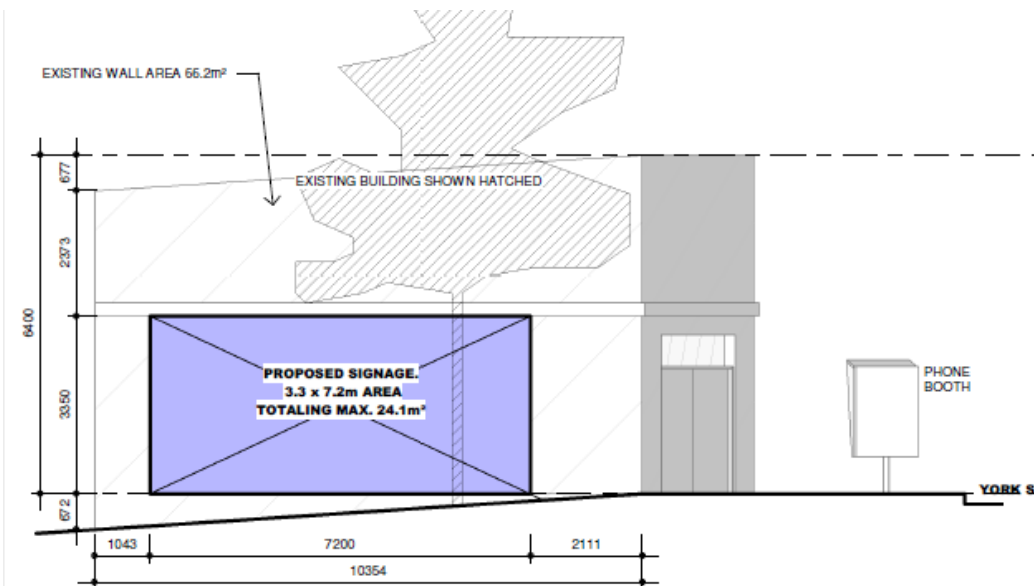
- D/2017/954 - consent refused for the installation of a hand-painted advertising sign (considered inconsistent with SEPP, LEP and DCP)
- RD/2017/954/A - granted consent by the NSW LEC on 13 November 2017 - a hand-painted advertising sign to be changed monthly – approved for a period of 18 months
- D/2017/954/A - extension approved to 30 months
- D/2022/1208 - granted consent for a 13-storey mixed-use development on site. Consent lapses on 20 December 2029

Notification

- Exhibition period 11/11/2025 to 26/11/2025
- No submissions received

Proposal

Advertising sign



NORTH ELEVATION - WYNYARD ST

1 : 100



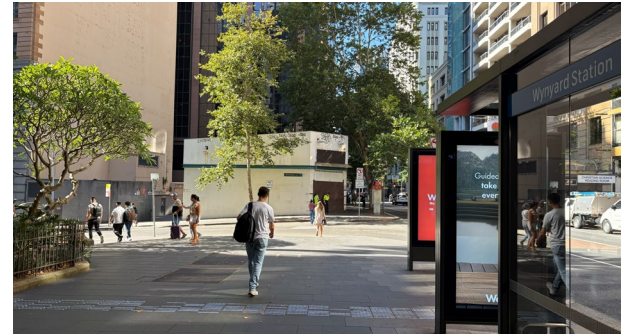
Site



Context

Location within precinct

- Site sits within the Wynyard and Lang Park Special Character Area
- Immediately to the south of Wynyard Park
- Surrounding area is a major transportation node and gateway into the city
- North facade of the building sits at the terminating vistas southbound of Carrington and York Streets
- Existing bus shelters on surrounding streets contain digital advertising



Compliance with key LEP standards

		compliance
Clause 4.6	Written request relating to non-compliance with 20% wall coverage development standard is insufficient	no
Design excellence	Does not represent public art or design excellence	no

Compliance with DCP controls

	control	proposed	compliance
Locality statement	Wynyard Park / Land Park Special Character Area	Proposal is inconsistent Does not respect parkland or heritage – adverse streetscape impacts	no

Issues

- Departure from development standard
- Insufficient information
- No control over artistic merit of advertisements
- Poor performance of previous consent

Clause 4.6

- Clause 4.6:
 - Applicant's written clause 4.6 variation request does not demonstrate compliance is unreasonable or unnecessary
 - Does not establish sufficient environmental planning grounds
 - Refers to a height of building development standard

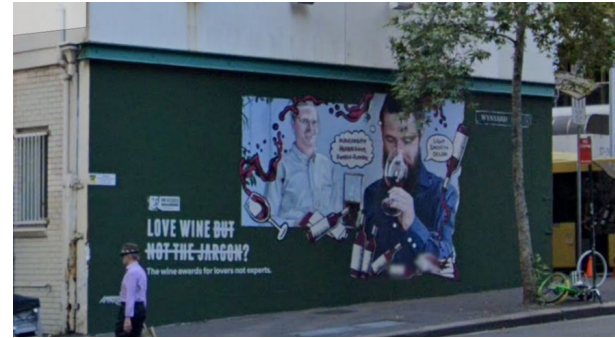
Artistic merit/plan of management

- Artistic merit
 - Plan of Management only details how artists are selected, with no details of the content or style of the artwork
 - Contains no criteria for what artwork would be acceptable
- Previous appeal - NSW LEC considered that the advertising sign:
 - *“will enhance the existing streetscape by providing visual interest through innovative and creative expression,”*
 - *“Further, the limit on branding to 5% and the fact that it is hand-painted ensures that the proposal will be read as street art and create visual interest, rather than having the appearance of a billboard”.*

Previous Approval

Advertising sign

- Previous consent - same applicant as the subject application
- Signage continued to be displayed once consent lapsed
- Observed implementation demonstrates high-quality “art” outcomes cannot be guaranteed under applicant self-management
- Month-to-month changes restricts likelihood of artistic merit over time



Recommendation

This application is recommended for refusal