

Local Planning Panel

1 July 2026

Application details

Address: 4-6 York Street, Sydney

Application: RD/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
- Sign to change monthly

Recommendation

Approval

Reason reported to LPP

The application is reported to the LPP as:

- Original application was determined by LPP
- Original application had an 82% departure to a development standard in SEPP (Industry and Employment) 2021

Background

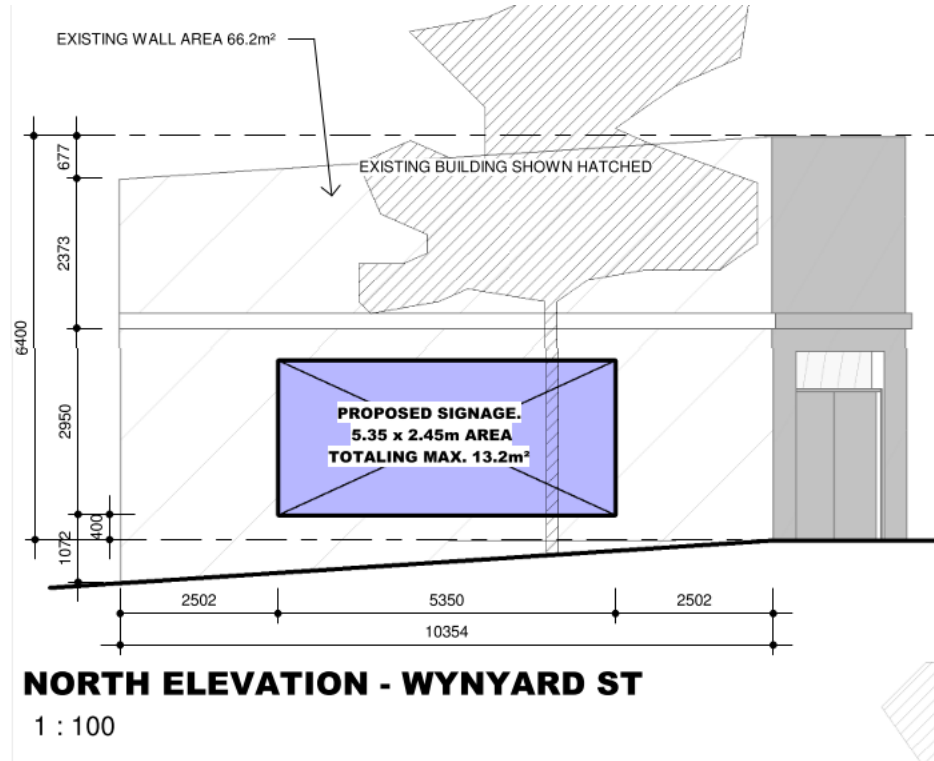
- D/2017/954 - refused for a hand-painted advertising sign
- RD/2017/954/A - granted by the NSW LEC on 13 November 2017 for a hand-painted advertising sign for a period of 18 months
- D/2017/954/A - extension approved to 30 months
- D/2022/1208 - granted for a 13-storey mixed-use development on site.
Consent lapses on 20 December 2029
- D/2025/1053 – refused by LPP for a hand-painted advertising signage on 4 February 2026

Notification

- Exhibition period 30/4/2026 to 15/5/2026
- No submissions received

Proposal

Advertising sign



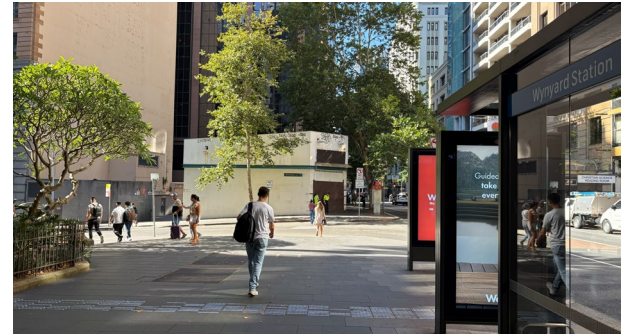
Site



Context

Location within precinct

- Within the Wynyard and Lang Park Special Character Area
- Immediately to the south of Wynyard Park
- 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
Design excellence	Subject to conditions of consent the sign is capable of exhibiting design excellence	Yes

Compliance with DCP controls

	control	proposed	compliance
Locality statement	Wynyard Park / Land Park Special Character Area	Subject to conditions of consent the sign will not detract from the character of the area	Yes

Changes

- Proposal now complies with maximum permitted size
- Application does not rely on 4.6 variation request
- Application supported by improved Plan of Management (POM)

Artistic merit/plan of management

- Artistic merit
 - Plan of Management notes signage will be designed to be responsive to the site
- Plan of Management
 - Introduces compliance with conditions of consent at completion of signage painting
 - Includes complaint management strategy

Recommendation

This application is recommended for approval