

# 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

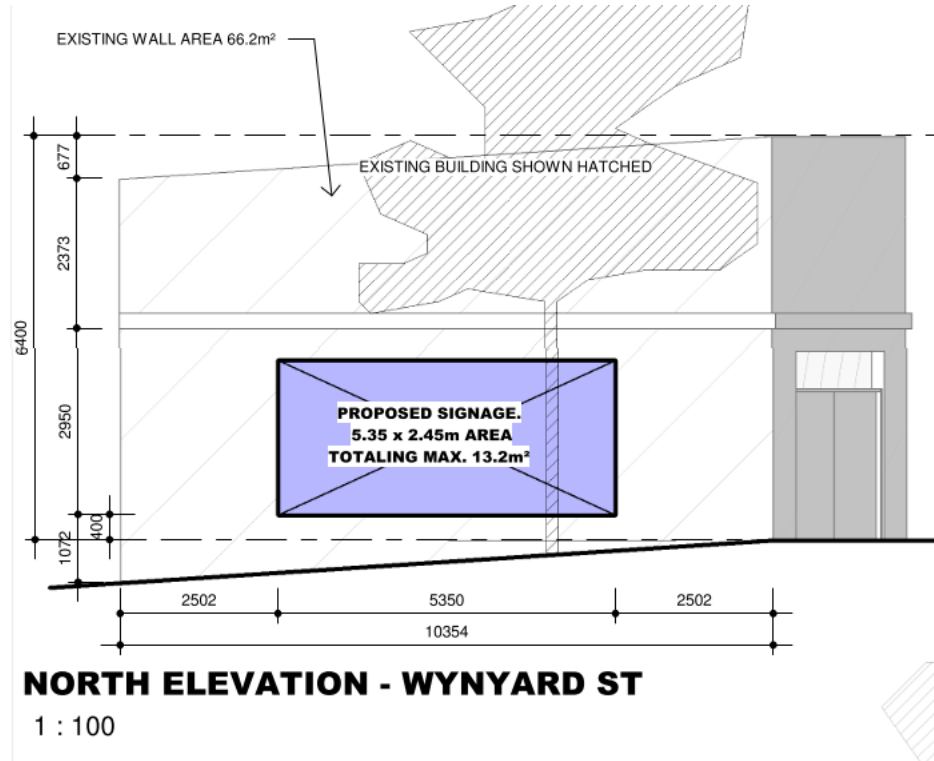
- D/2017/954 - refused for a hand-painted advertising sign
- RD/2017/954/A - granted by the NSW LEC on 13 November 2017 for a hand-painted advertising sign for a period of 18 months
- D/2017/954/A - extension approved to 30 months
- D/2022/1208 - granted for a 13-storey mixed-use development on site.  
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



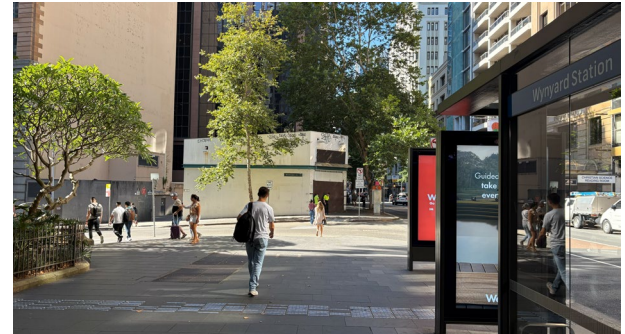
# Site



# 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