



ATTACHMENT 3

Advertisement Device Town Planning Report

SIGNAGE APPLICATION

310-314 Bushman Drive, Flagstone

OPERATIONAL
WORKS

3231-013 | MAY 2026

1 Introduction

Urban Planning Services Pty Ltd ('**UPS**') has been engaged by Pacific International Development Corporation Pty Ltd (the '**Applicant**') to prepare and lodge a Development Application seeking the approval of Logan City Council for a Development Permit for Operational Works Advertising Devices at 310-314 Bushman Drive, Flagstone proposed described as Lot 53 on RP857848 (the 'subject site').

Pursuant to the Logan Planning Scheme, the Table of Assessment for development within the Rural Residential Zone which prescribes that an Advertising Device which triggers 'Impact Assessment' as it is an off-premises sign.

PacifiQ is seeking to establish the advertising device to support their future developments. The proposal generally achieves the intent and policy direction sought by the relevant themes of the Strategic Framework and the Advertising devices code of the planning scheme.

A summary of the key planning matters is provided below:

- The broader area is transitioning into an urban landscape with the advertising device orientating directly toward the Greater Flagstone Priority Development Area.
- The proposal is consistent with the surrounding area due to its size, location on site and static advertisement material.
- The proposal does not create a disturbance for road users or nearby residents as the sign is not illuminated.

This Development application addresses all relevant assessment provisions pursuant to section 45(5) of the *Planning Act 2016*. This includes consideration of any relevant assessment benchmarks in a categorising instrument including the current version of the Logan, and any relevant section of the *Planning Regulation 2017* (the Regulation) and State Planning Policy (to the extent it is not addressed in the planning scheme).

The relevant town planning provisions have been identified and assessed, and grounds supporting the application are provided throughout the report. Given the ability of the proposal to demonstrate compliance with the provisions, Council is requested to support the proposal and issue the required development permits.

1.1 Structure of Application

The Project Team and structure of this application is summarised in the table below:

The structure of this Application is set out below.

Table 1: Structure of Application

ATTACHMENT NO.	DOCUMENT
1	DA Form 1 – Applicant Details
2	Landowners consent
3	Advertisement Device Town Planning Report
4	Code Assessment <ul style="list-style-type: none">Rural Residential Zone CodeAdvertising Device Code
5	Proposed Signage Plans prepared by Urban Planning Services

2 Site Details

A summary of site and application details are outlined in **Table 2** below.

Table 2: Site and Application Details

COMPONENT	DETAILS
ADDRESS	310-314 Bushman Drive, Flagstone
REAL PROPERTY DESCRIPTION	Lot 53 on RP857848
ROAD FRONTAGE/S	Bushman Drive - 48.5 metres Teviot Road – 45.2 metres
SITE AREA	8,000m ²
APPLICANT	Pacific International Development Corporation Pty Ltd c/- Urban Planning Services Pty Ltd PO Box 2091 SURFERS PARADISE QLD 4217
TYPE OF APPROVAL	Development Permit for Operational Works
LEVEL OF ASSESSMENT	Impact Assessment
PROPOSED LAND USE	Advertising Device (off-premises)
ZONE	Rural Residential Zone
LOCAL AUTHORITY	Logan City Council

3 Site and Environment

3.1 Allotment Address and Description

The subject site is located at 310-314 Bushman Drive, Flagstone and is properly described as Lot 53 on RP857848. The site has an area of 8,000m², predominately flat and regular in shape comprising of a house on a rural residential lot with associated class 10 structures.

Figure 1 below identifies the subject site by blue outline.



Figure 1: Aerial view of the subject site

3.2 Site History

The site's approval history is limited to the residential use of the site.

3.3 Immediate Surrounds / Local Character

The subject site is located within a predominantly rural-residential environment characterised by large allotments, detached dwellings, expansive landscaped setbacks and open visual corridors. The surrounding locality exhibits a semi-rural character with limited built form intensity, substantial vegetation coverage and a generally open streetscape appearance.

Development within the immediate area primarily comprises rural-residential properties interspersed with areas of undeveloped land and emerging urban development associated with the broader Greater Flagstone growth corridor. The road network is characterised by wide frontages, generous separation distances between buildings,

contributing to the spacious and low-intensity character of the locality.

The site also forms part of an evolving transition area where planned urban growth and future residential development are anticipated over time. As a result, the surrounding character reflects a combination of existing semi-rural land uses together with emerging development activity associated with the continued expansion of the Greater Flagstone community. In particular properties on the eastern edge of Bushman Drive now include a newly constructed road (Teviot Road), to which the proposal orients toward.

4 Proposal

The advertising device is an off-premises, free standing sign as per the definitions with the planning scheme:

Free standing sign: A sign permanently attached to the ground on its supportive structure independent of any building.

Off-premises sign: An advertising device used for the exhibition or the display of advertising of a matter not exclusively related to the predominant use of the premises.

The advertising device is proposed to be centrally located along the rear boundary of the site clear of any existing vegetation and will be 4m from the road boundaries. The advertising device will be orientated to address traffic heading north and south along Teviot Road.



Figure 5: Proposed Site Plan

The advertising device will have two (2) sign faces, one orientated to vehicles travelling north along Teviot Road and one orientated to vehicles travelling south along Teviot Road. Positioned 2 metres off the ground, the advertising device will have a total face area of 36m² (18m² per sign face) and will not be illuminated.

Advertising content will relate to the PACIFIQ development. It will advertise PACIFIQ and direct vehicles to the Display village, sales office and Flinders Lakes area.

The advertising device is proposed to operate for 8 years, after this time, advertising will be focused within the PACIFIQ Development area.

The key details of the proposed advertising device are included in the table below:

Table 5: Application Details

COMPONENT	DETAILS
ADVERTISING DEVICE TYPE	Off-premises (Freestanding Sign)
SIGNAGE STRUCTURE	V Structure Billboard
FACE AREA	18m ² per side Total face area: 36m ²
HEIGHT	5 metres
DIMENSIONS	6,000mm (W) x 3,000mm (H) – per side
SETBACKS	<ul style="list-style-type: none"> Rear: 4 metres (Teviot Road)
ILLUMINATION	No illumination
SIGNAGE DESCRIPTION	<ul style="list-style-type: none"> Support the Pacifiq development Direct prospective residents to the Pacifiq development area (Flinders Lakes) <p>Similar to signs approved at 330-346 Bushman Drive for the Mirvac Monarch Glen Master Plan development (Council ref: OWADV/30/2025) and 20 Teviot Road for the Mirvac Everleigh development (Council ref: OWADV/28/2017)</p>
OPERATIONAL PERIOD	Operational Period limit to 8 years from construction

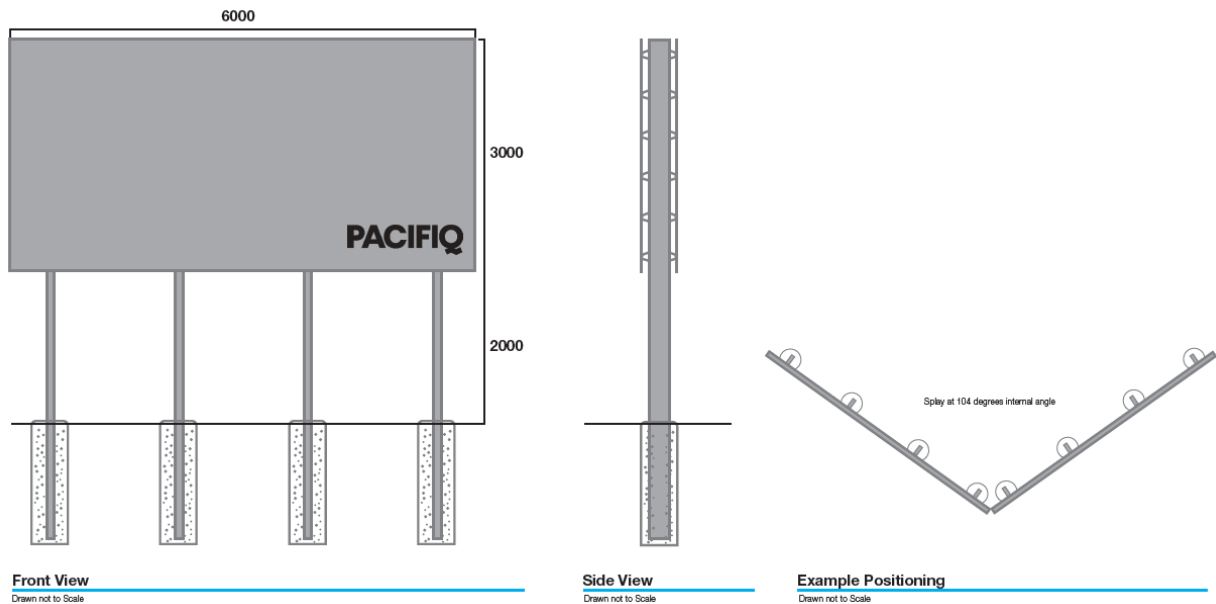


Figure 6: Proposed sign

5 Planning Act & Regulation

The following section reviews the proposed development in respect of key relevant provisions of the *Planning Act 2016* (the 'PA'), the *Planning Regulation 2017* (the 'PR') and other directly related statutory instruments.

5.1 Development Type

The term “**development**” is defined in Schedule 2 of the PA to mean:

development means—

- a) carrying out
 - i. building work;
 - ii. plumbing or drainage work;
 - iii. operational work; or
- b) reconfiguring a lot; or
- c) making a material change of use of premises.

This Development Application seeks approval for development in the form of “making a material change of use of premises”.

The term “**operational works**” is defined in Schedule 2 of the PA to mean:

Operational works means work, other than building work or plumbing or drainage work, in, on, over or under premises that materially affects premises or the use of premises.

The proposal involves an Operational Works in the form of Advertising Device.

5.2 Assessable Development

The term “assessable development” is defined at section 20 of the PR, as follows:

Assessable development—Act, ss44 and 45

1. For section 44(5) of the Act, development is assessable development if it-
 - a) is stated in schedule 9 or 10 to be assessable development; and
 - b) is not prohibited development under section 19.
2. For section 45(2) of the Act, schedules 9 and 10 state the category of assessment required for assessable development stated in the schedules.

Section 44(1) to (5) of the PA relates to ‘categories of development’ and reads as follows.

1. There are 3 categories of development, namely prohibited, assessable or acceptable development.
2. **Prohibited development** is development for which a development application may not be made.
3. **Assessable development** is development for which a development approval is required.
4. **Accepted development** is development for which a development approval is not required.
5. A categorising instrument may categorise development.

The proposed Operational Works the subject of this Development Application is identified as assessable development under the provisions of the Logan Planning Scheme (version 9.2), being the local ‘categorising instrument’, which pursuant to section 43(1) of the PA:

- a) categorises development as prohibited, assessable or accepted development;
- b) specifies the categories of assessment required for different types of assessable development;
- c) sets out the matters (the **assessment benchmarks**) that an assessment manager must assess assessable development against.

As outlined previously in this Report, the subject site is located in the Rural Residential Zone under the provisions of the Logan Planning Scheme 2015 (Version 9.2). Advertising Device (off-premises) is assessable development, requiring Impact Assessment within the Zone.

Section 45(5) of the PA prescribes that an Impact Assessment:

- a) *must be carried out-*
 - i. *against the assessment benchmarks in a categorising instrument for the development; and*
 - ii. *having regard to any matters prescribed by regulation for this sub-paragraph; and*
- b) *may be carried out against, or having regard to, any other relevant matter, other than a person's personal circumstances, financial or otherwise.*

5.3 Assessment Manager

Section 48(2A) of the PA states that generally, a regulation prescribes who is the assessment manager for each type of a development application.

Schedule 8 of the PR identifies under Table 2, Item 1, that the local government is the assessment manager for development in a single local government area for any aspect of development that is assessable under a local categorising instrument.

Given that the only aspect of 'assessable development' proposed is that which is made assessable under the Logan Planning Scheme, the Council of the City of Logan ('LCC' or the 'Council') will act as the assessment manager for the determination of the application.

5.4 Referral Agencies

Schedule 10 of the Planning Regulation 2017 (the 'PR') sets out detail to identify referral agencies and their jurisdiction.

An on-line mapping search of the Queensland Government Development Assessment Mapping System ('DAMS') has been carried out and an extract is presented in **Figure 12** below. The search results identify that the subject site is located:

- within the 'Urban Footprint' land use category under the SEQ Regional Plan;
- within the 'Core Koala Habitat Area';
- within the 'Vegetation management coastal and non-coastal bioregions and sub-regions'; and
- within water resource planning area boundaries.

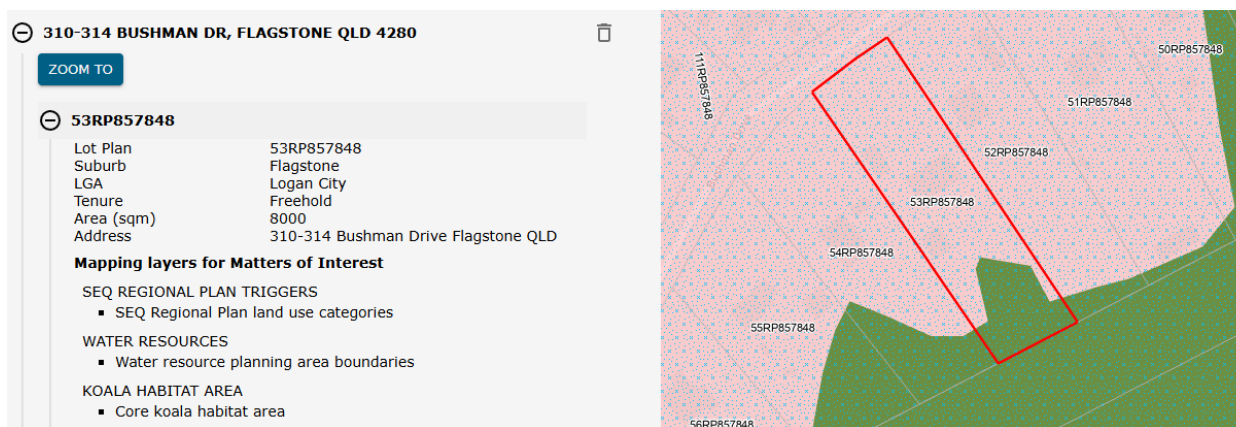


Figure 12: State Interest – Development Assessment Mapping Search Extract

As outlined above, the proposal does not trigger referral against Schedule 10 of the Regulation. Therefore, no further assessment of the State Development Assessment Provisions is required.

6 State Planning Instruments

This development application is made pursuant to the *Planning Act 2016* (the 'PA') and seeks approval for development made assessable by the Logan Planning Scheme (Version 9.2). An outline of State Planning Instrument considerations of relevance to the proposed development is provided in this section.

6.1 State Planning Instruments

State Planning Instruments under the PA include:

- Regional Plans;
- State Planning Policy;
- State Development Assessment Provisions; and
- Development Assessment Rules.

The State Planning Instruments of key relevance to the proposed development are discussed below.

6.2 State Planning Policy

The State Planning Policy 2017 (the 'SPP') commenced on 3 July 2017, commensurate with the commencement of the *Planning Act 2016*. Part B of the SPP explains that '*The SPP applies as a 'matter to have regard to' under the Planning Regulation 2017 only if the relevant state interests in the SPP are identified as having not been appropriately integrated in a local planning instrument, and only to the extent of any inconsistency.*'

It further explains that Part E of the SPP also contains assessment benchmarks for certain development, which apply when a local government is assessing a Development Application, only if the relevant state interests in the SPP are identified as having not been appropriately integrated in a local planning instrument, and only to the extent of any inconsistency with the provisions of that instrument.

Figure 13 below reproduces the result of a SPP Interactive Mapping System search.

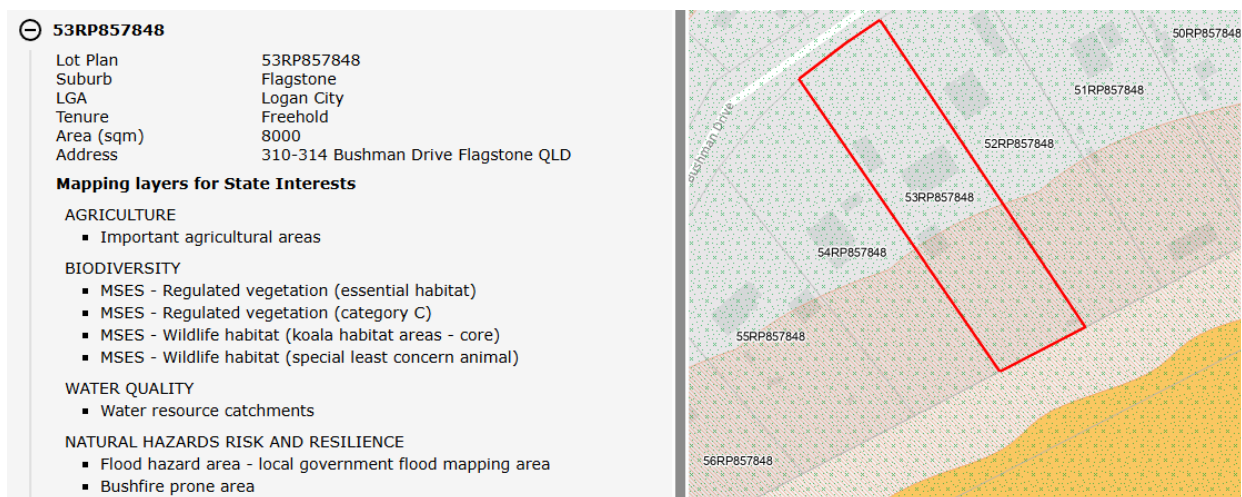


Figure 13: SPP Interactive Mapping System Search Results

State Interests identified by the interactive mapping system are as follows:

1. Agriculture –
 - Important agricultural areas;
2. Biodiversity –
 - MSES – Regulated vegetation (essential habitat);
 - MSES – Regulated vegetation (category C);

- MSES – Wildlife habitat (koala habitat areas – core);
 - MSES – Wildlife habitat (special least concern animal);
3. Water quality –
- Water resource catchments;
4. Natural Hazards Risk and Resilience –
- Flood hazard area – Local Government flood mapping area; and
 - Bushfire prone area.

This Development Application is made under the provisions of the Logan Planning Scheme (Version 9.21). Part 2.1 of the City Plan confirms that aspects of the SPP relating to: Agriculture, Biodiversity, Water Quality; Natural Hazards; Risk and Resilience (Flooding, Bushfire and Landslide); have been integrated in the Planning Scheme.

6.3 Development Assessment Rules

The Development Assessment Rules (the 'DAR') provides a further level of detail and guidance for development assessment procedures to support the provisions of the Planning Act 2016 and the Planning Regulation 2017.

This Development Application seeks the approval of Logan City Council (the 'Council' or 'LCC') for a Development Permit for Operational Works (Impact Assessment) for Advertising Device. This Development Application is made pursuant to the provisions of the Planning Act and will be subject to the procedures set out within the DAR relevant to an Impact Assessment Development Application where no referral agency is identified.

7 Assessable Development

The Logan Planning Scheme commenced on 18 May 2015, and was most recently amended under Version No. 9.2, which commenced on 1 July 2025 (the 'Planning Scheme'). Under the provisions of the Planning Scheme the site is located within the Rural Residential Zone, as identified in the **Figure 14** below.



Figure 14: Subject Site – City Plan Zone Map Extract

7.1 Level of Assessment

The proposed Operational Works triggers Impact Assessment as identified by review of Table 5.8.1. The proposed Advertising Device, which triggers 'Impact Assessment' as it is an off-premises sign. An extract of the relevant provisions of Table 5.8.1 is provided in **Figure 15** below for ease of reference.

Centre zone, if in the Local Centre precinct or Neighbourhood Centre precinct	Accepted development (not subject to requirements)	
Community facilities zone	If carried out by the local government.	Not applicable
Emerging community zone	Accepted development (subject to requirements)	
Environmental management and conservation zone	If not accepted development (not subject to requirements) and if -	9.4.1 Advertising device code
Low density residential zone	a. it is an on-premises sign ;	
Low-medium density residential zone	b. not on a lot with frontage to a State-controlled road .	
Medium density residential zone	Code assessment	
Recreation and open space zone	If not accepted development and if -	9.4.1 Advertising device code
Rural zone	a. it is an on-premises sign ;	
Rural residential zone	b. on a lot with frontage to a State-controlled road .	
	Impact assessment	
	If not accepted development and it is an off-premises sign .	9.4.1 Advertising device code

Figure 15: Extract of Table 5.8.1 – Operational Works

8 Logan Planning Scheme

As identified above, the relevant Planning Framework is the local planning instrument being the Logan Planning Scheme, Version 9.2, (the 'Planning Scheme'). As identified previously, this is an Impact Assessment Development Application, and part 5.3.3(5) of the Planning Scheme advises that Impact Assessable development:

- a. *is to be assessed against the identified assessment benchmarks in the assessment benchmarks column (where relevant);*
- b. *is to have regard to the whole of the planning scheme, to the extent relevant;*
- c. *is to be assessed against any benchmarks for development identified in section 30 of the Regulation.*

Accordingly, the applicable assessment benchmarks set out within the Planning Scheme are reviewed within this Report and the accompanying documentation to this Development Application.

In this respect, it is also relevant to note that part 1.5 of the Planning Scheme sets out the hierarchy of assessment benchmarks for clarity in instances where inconsistency between provisions within the Planning Scheme emerge, as follows.

1. *"Where there is inconsistency between the provisions within the planning scheme, the following rules apply:*
 - a. *the strategic framework prevails over all other components to the extent of the inconsistency for impact assessment;*
 - b. *relevant codes as specified in Schedules 6 and 10 of the Regulation prevail over all other components to the extent of the inconsistency;*
 - c. *overlays prevail over all other components (other than the matters mentioned in (a) and (b)) to the extent of the inconsistency;*
 - d. *local plan codes prevail over zone codes, use codes and other development codes to the extent of the inconsistency;*
 - e. *zone codes prevail over use codes and other development codes to the extent of the inconsistency;*
 - f. *provisions of Part 10 may override any of the above."*

As this is a Impact Assessable application, the higher order objectives of the City Plan are relevant to the assessment of this development application in accordance with s43 of the PA.

Based on a review of the Planning Scheme, this section of the report is divided into the following subsections:

- **Hierarchy of Assessment Criteria** - Provides a summary of the Hierarchy of Assessment Criteria associated with an Impact Assessable Development Application.
- **Assessment** - Details the applicable assessment provisions in the assessment of the development application.
- **Strategic Framework** - Assesses the development application against the applicable strategic framework and maps.
- **Overlays** - Assesses the development application against the applicable Overlay Codes and maps.
- **Zones** - Assesses the development application against the applicable Zone Codes and maps.
- **Development Codes** - Assesses the development application against the applicable development codes.

An assessment of the proposed development against the relevant code requirements of the Logan Planning Scheme 2015 is provided below.

8.1 Strategic Framework

The Strategic Framework is quite broad in nature; however, provisions of the Framework are applicable to the subject site and to the consideration of this Development Application. The subject site is identified within the Urban Footprint (Strategic Framework Map ('SFM-01.00') 1 – Settlement Pattern). Whilst the Strategic Framework mapping is not entirely cadastral based, the identification of key centres and road corridors affords identity of the general location of the subject site.



Figure 17: Extract of Strategic framework map 01.00 – settlement pattern

A concise consideration of key relevant elements of the Strategic Framework is outlined below in the context of these characteristics of the site and its locality, and the form of the development proposed.

3.2.7 Natural environment

1. The natural environment is protected and enhanced. No net loss of biodiversity and ecological values is achieved by protecting and enhancing flora and fauna species, large viable areas of habitat and connecting corridors, vegetation, waterways, wetlands and ridgelines and a sustainable and viable population of koalas. The ecosystems of waterway corridors, wetlands, and their riparian areas are protected and enhanced.

Applicant's comments:

The strategic intent of the Natural Environment theme is to ensure that the natural environment is protected and enhanced through the conservation of biodiversity, ecological values, waterways, wetlands, vegetation and habitat corridors.

The proposed advertising device does not require the removal of native vegetation and will not result in impacts to biodiversity, ecological values, waterways, wetlands or habitat connectivity. The development is limited in scale and has been designed to integrate within the existing site context without disturbing environmentally significant features or compromising the environmental values of the locality.

Accordingly, the proposed development is consistent with the Natural Environment theme of the Strategic Framework, as it maintains the existing environmental characteristics of the site and does not result in a net loss of biodiversity or ecological values.

3.2.9 Design, place making and amenity

1. Logan has a high quality, well designed built environment that provides places for people that are attractive, functional, safe and accessible. The built and natural environment provides people with a high level of amenity, where the qualities of the environment enhance the physical and social wellbeing of people.

Applicant’s comments:

The proposed advertising device is consistent with the Strategic Framework of the Logan Planning Scheme as it provides a well-designed signage outcome that is compatible with the character and amenity of the surrounding Rural Residential Zone, as emerging along Teviot Road and withing the Greater Flagstone Priority Development Area. The advertising device has been designed to integrate with the existing and emerging character of the locality through an appropriate scale, setback, landscaping interface and presentation, ensuring the signage does not visually dominate the streetscape or contribute to visual clutter.

The proposal supports the Strategic Framework outcomes relating to high quality design, protection of local amenity and development that responds appropriately to its context. In particular, the signage assists with site identification and wayfinding for the approved development while maintaining the landscaped, low-density character envisaged for the Rural Residential Zone.

Accordingly, the proposed advertising device achieves an appropriate balance between functional signage outcomes and the preservation of the visual amenity and character of the Bushman Drive streetscape and broader Flagstone locality.

8.2 Overlay Maps

A review of the values prescribed for the subject site by the Overlay Maps of the City Plan is summarised in **Table 8** below.

Table 8: Overlay Maps

Overlay Map	Designation	Applicable Code (shown Bold if triggered)
Acid sulfate soils	Not Applicable	Acid sulfate soils overlay code
Biodiversity Areas	Secondary vegetation management area Local and state environmental significance	Biodiversity areas overlay code
Bushfire hazard	Potential impact buffer area	Bushfire hazards overlay code
Extractive Resources	Not Applicable	Extractive resources overlay code
Flood	Not Applicable	Flood hazard overlay code
Greenbank training area	Not Applicable	Green bank training area buffer overlay code
Heritage	Not Applicable	Heritage overlay code
Landslide hazard and steep slopes	Not Applicable	Landslide hazard and steel slopes area overlay code
Regional infrastructure corridor	Not Applicable	Regional infrastructure corridors and substations overlay code
Strategic airport	Not Applicable	Strategic airport and environs overlay code
Water resources	Not Applicable	Water resource catchments overlay code
Waterways & Wetlands	Not Applicable	Waterway corridors and wetlands overlay code

Table 8 identifies that Overlay Codes relating to: Biodiversity areas and Bushfire apply to the subject site.

9 Assessment Benchmarks

Assessment of the proposed development against the assessment benchmarks of applicable Planning Scheme Codes, as identified in the previous sections of this Report, is set out within the Code Assessment provided at **Section 2, Attachment 5**. This section provides a summary of the applicable Codes and the findings of the Code Assessment of the proposed development against the applicable assessment benchmarks of the Planning Scheme.

9.1 Rural Residential Zone

The subject site is located within the Rural Residential Zone. The 'purpose' of the Rural Residential Zone is:

1. *...to provide for residential uses and activities on large lots, including lots for which the local government has not provided infrastructure and services.*
2. *The local government purpose of the Rural residential zone code is to:*
 - a. *predominantly provide for Dwelling houses on larger lots;*
 - b. *provide for development in a semi-rural, landscaped or bushland setting;*
 - c. *protect rural residential amenity.*

The Rural Residential Zone is intended to provide for a low intensity residential environment that maintains a semi-rural character, protects amenity and landscape values, and accommodates development that is compatible with the environmental and visual qualities of the locality. While off-premises advertising devices are not specifically anticipated within the zone, the proposed development remains consistent with the broader intent of the zone due to its limited scale, temporary nature and appropriate response to the surrounding context, particularly to the rear context which is evolving in response to the Greater Flagstone PDA designation.

The proposed advertising device will not compromise the rural residential character or amenity of the locality. The surrounding area is characterised by large allotments, expansive setbacks, open landscapes and minimal built form, providing sufficient visual separation from the rural residential setting which in context is identified west toward Bushman Drive. The proposed signage has no visual dominance or unacceptable visual clutter. The sign has been positioned adjacent to the Teviot Road frontage and away from existing dwellings to minimise potential amenity impacts on nearby residents, maintaining the rural residential character.

The advertising device has been designed to maintain compatibility with the semi-rural character of the locality through a simple, static and non-illuminated form. The device does not incorporate digital display elements, animation or excessive visual complexity and will remain visually subordinate within the broader landscape setting. The proposed landscaping and siting of the sign will further soften its visual appearance and assist in integrating the development into the surrounding environment.

The proposed development will not adversely impact environmental values associated with the Rural Residential Zone. The advertising device does not require the removal of native vegetation and will not affect waterways, ecological corridors or biodiversity values. Additionally, the proposal will not generate unreasonable noise, light spill, traffic hazards or adverse impacts on pedestrian, cyclist or vehicular safety.

The site is also located within the Greater Flagstone growth corridor, an area subject to ongoing planned urban expansion and transition. In this context, the advertising device performs a functional role in identifying and promoting nearby development and assisting with wayfinding and community awareness associated with emerging urban development. The proposal therefore responds appropriately to the evolving character of the locality while maintaining the amenity and visual qualities of the surrounding rural-residential environment.

Accordingly, notwithstanding that off-premises signage is not expressly anticipated within the Rural Residential Zone, the proposed development is considered to achieve the relevant intent and applicable overall outcomes of the Rural Residential Zone Code through its appropriate scale, siting, design and limited impacts on the surrounding locality.

9.2 Advertising Device code

Performance outcome 1 – Visual Amenity and Safety of Movement Network

Performance Outcome	Acceptable Outcome
<p>PO1</p> <p>An advertising device is designed and located:</p> <ul style="list-style-type: none"> a) to be compatible and visually integrate with the built form and streetscape; b) to be safe for pedestrians, cyclists and vehicular traffic; c) to not cause a distraction to road users or light nuisance to residents. 	<p>AO1.2</p> <p>An off-premises sign complies with Table 9.4.1.3.3 - Maximum face area of off-premises advertising devices in all zones or precincts.</p>

The proposed advertising device does not comply with the maximum sign face area prescribed under Table 9.4.1.3.3 of the Planning Scheme, which identifies a maximum sign face area of 0m² within the Rural Residential Zone, reflecting that off-premises advertising devices are generally not anticipated within this zone.

Notwithstanding this non-compliance, the proposed development represents a reasonable and appropriate outcome having regard to the specific characteristics of the site, the emerging urban context of the locality and the nature of the proposed signage.

The proposed advertising device comprises a freestanding billboard containing promotional material associated with a nearby master planned community. The surrounding locality is characterised by large allotments, generous setbacks and limited built form, resulting in an open visual environment capable of accommodating a modestly scaled advertising device without resulting in visual dominance or unacceptable impacts on visual amenity. There is a clear distinction between the Rural-residential context toward Bushman Drive and the recent transition at the rear of this site, which has introduced Teviot Road and which is located within a Priority Development Area.

The sign has been designed to remain proportionate to its setting and intended function. In particular:

- the large site area (approximately 8,000m²) and extensive road frontage provide adequate separation distances and ensure the sign remains visually subordinate within the broader landscape setting;
- the signage design is simple, legible and uncluttered, avoiding excessive text, illumination or visual complexity; and
- the scale of the sign is appropriate to the road environment, allowing readability for passing motorists without appearing oversized or visually intrusive.
- The sign orients directly onto a road that is contained within the Greater Flagstone Priority Development Area.

The absence of competing signage within the locality further ensures the device will not contribute to visual clutter or detract from the established character of the area.

The site is also located within a broader growth corridor associated with the ongoing expansion of the Greater Flagstone community, particularly to the rear, where the sign is oriented toward. In this context, temporary project signage performs an important role in identifying emerging development areas, promoting community awareness and assisting visitors and prospective purchasers in navigating the locality. Given the absence of nearby commercial centres or established wayfinding infrastructure, the proposed signage provides a practical and functional outcome associated with the continued development of the area.

Importantly, the site forms part of a transition area where urban development is anticipated over time. As such,

temporary advertising signage associated with major development projects is an expected and functional component of the evolving urban landscape.

To minimise potential impacts on the amenity of nearby properties, the advertising device has been positioned adjacent to the Teviot Road frontage and away from existing dwellings within the Rural Residential area. Furthermore, the V-shaped configuration ensures the advertising material is directed towards the road corridor rather than adjoining residential properties.

The proposed advertising device will not create disturbance or hazards to pedestrian, cyclist or vehicular traffic and will not generate light nuisance to surrounding residents. The signage is static in nature and does not incorporate digital display elements or illumination. Additionally, the device is setback from the roadway and will not obstruct vehicle or pedestrian sightlines.

Performance Outcome	Acceptable Outcome
<p>PO2 An <u>advertising device</u> does not create visual clutter.</p>	<p>AO2.3 An <u>off-premises sign</u> is not located within 500 metres of another existing or approved <u>off-premises sign</u>, with a maximum of three off-premises signs in the same direction of travel in any five kilometres in:</p> <ol style="list-style-type: none"> a. the Community facilities zone; b. the Emerging community zone; c. the Environmental management and conservation zone; d. the Recreation and open space zone; e. land in a residential zone category; f. the Rural zone; g. the Rural residential zone.

The proposed advertising device does not comply with AO2.3 of the Advertising Devices Code, which seeks to ensure that an off-premises sign is not located within 500 metres of another existing or approved off-premises sign. The project team acknowledge the recently endorsed advertising device at 330-346 Bushman Drive, Flagstone (OWADV/30/2025).

Notwithstanding this, the proposal continues to achieve the underlying intent of PO2, being the avoidance of visual clutter and the protection of visual amenity within the road corridor.

While the proposed sign is located within approximately 250 metres of another approved advertising device, the surrounding context and characteristics of the locality ensure that the development will not result in an unacceptable cumulative visual impact.

A site-inspection photograph (refer to Figure 18) shows how the road alignment naturally bends and rises in the approach to the sign location. As a result, the viewing corridor is segmented, and the existing approved sign is not read in conjunction with the proposed device. The topography and curvature of the road create a staggered visual sequence, meaning motorists experience each sign independently rather than as a continuous or competing signage environment.



Figure 18: Site inspection photo – May 2026

The signage is located along a high-speed arterial road subject to a 100 km/h speed limit, where advertising devices are experienced in a transient manner by passing motorists rather than as concentrated visual elements within a pedestrian-oriented environment. The open landscape setting, combined with the road geometry, ensures that the proposed sign remains visually separated within the broader corridor.

Furthermore, the proposed advertising device has been designed to be simple, static and uncluttered, without digital display elements, animation or illumination. Its scale and presentation are appropriate to the road environment and will not dominate the streetscape or detract from the visual amenity of the locality.

Accordingly, despite the non-compliance with the 500 metre separation distance, the proposed development satisfies the intent of PO2 as it will not contribute to visual clutter or result in adverse amenity impacts within the surrounding area.

10 Other Relevant Matters

In accordance with Section 82 of the *Planning Act 2016*, the assessment of the Other Change Development Application must also consider Section 45. Section 45 of the *Planning Act 2016* relates to the Impact Assessment process which states:

45(5) An impact assessment is an assessment that—

- (a) must be carried out—
 - i. against the assessment benchmarks in a categorising instrument for the development; and
 - ii. having regard to any matters prescribed by regulation for this subparagraph; and
- (b) may be carried out against, or having regard to, any other relevant matter, other than a person’s personal circumstances, financial or otherwise.

Our assessment of the application has had regard to the following other relevant matters, which support the proposed development:

- The subject site comprises a large allotment with an extensive road frontage and open streetscape character, providing an appropriate setting for the proposed advertising device without resulting in visual clutter, obstruction or adverse impacts on the surrounding locality.
- The surrounding rural-residential environment is characterised by low-density development, generous setbacks and minimal existing signage, ensuring the proposed device will remain visually subordinate within the broader landscape setting and will not contribute to unacceptable cumulative visual impacts.
- The site is located within the Greater Flagstone growth corridor, an area experiencing significant planned urban expansion and ongoing development activity. In this context, advertising and wayfinding signage performs an important role in facilitating community awareness, visitor navigation and identification of emerging development areas.
- The proposed advertising device has been designed to respond appropriately to the semi-rural character of the locality through a simple, uncluttered and non-illuminated form orienting toward the growth corridor. The scale, materials, colours and landscaping treatment will assist in softening the visual appearance of the structure and integrating the device into the surrounding environment.
- The signage will provide a functional planning outcome by assisting in identifying and promoting a nearby master planned development within an area undergoing planned urban transition.

The subject site is situated within a visually open, rural-residential environment transitioning as part of the broader Greater Flagstone urban growth area. The site’s prominent frontage, expansive setbacks and clear sightlines provide an appropriate context for the proposed advertising device.

In this setting, a well-designed and appropriately scaled advertising device can be accommodated without detracting from the visual amenity or character of the locality, while supporting the communication, legibility and ongoing development of the evolving urban landscape

11 Conclusion

Urban Planning Services Pty Ltd ('**UPS**') has been engaged by Pacific International Development Corporation Pty Ltd (the '**Applicant**') to prepare and lodge a Development Application seeking the approval of Logan City Council for a Development Permit for Operational Works Advertising Devices at 310-314 Bushman Drive, Flagstone proposed described as Lot 53 on RP857848 (the 'subject site').

The proposed advertising device is consistent with the intent and outcomes of the Advertising Devices Code under the Logan Planning Scheme 2015. The device is appropriately scaled, sensitively designed, and positioned to maintain the visual amenity and safety of the surrounding area.

The site's location within the Greater Flagstone Priority Development Area, combined with its open streetscape and lack of existing signage, provides a suitable context for development-related advertising. The proposal will not result in adverse amenity impacts and will support the effective communication of new development within an evolving urban growth corridor.

Accordingly, the proposed advertising device represents a reasonable and appropriate form of development and warrants approval.

Should you have any further questions during your consideration of this application please Sheena Phillips on telephone number (07) 5570 4994 or email sphillips@urbanps.com.au.

Yours faithfully



Director & Town Planner
Urban Planning Services Pty Ltd

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