

ADVERTISING DEVICE APPLICATION

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UPS
URBAN PLANNING SERVICES

310-314 BUSHMAN DRIVE, FLAGSTONE

OPERATIONAL WORKS APPLICATION - SIGNAGE
INFORMATION REQUEST RESPONSE

SECTION 1: COMPLETE APPLICATION PACKAGE

AUGUST 2026 | 1133-013 | OWADV/15/2026



INFORMATION REQUEST RESPONSE

310-314 Bushman Drive,
FLAGSTONE

Operational Works | Advertising Device

OWADV/15/2026

5 August 2026

Planning Assessment & Technical Services
Attention: Reagan Brady
Logan City Council

Attention: Reagan Brady
BY EMAIL: development@logan.qld.gov.au

Dear Reagan,

**RE: RESPONSE TO INFORMATION REQUEST
DEVELOPMENT PERMIT FOR OPERATIONAL WORKS ADVERTISING DEVICE – OFF-PREMISES SIGN
(X2)**

**SITE: 310-314 BUSHMAN DRIVE, FLAGSTONE
LOT 53 ON RP857848**

1 Introduction

Urban Planning Services Pty Ltd (**'UPS'**) has been engaged by Pacific International Development Corporation P/L (the **'Applicant'**) to respond to the Information Request relating to the Development application seeking the approval of the Logan City Council for a Development permit for Operational Works Advertising Device (Off-Premises Sign x2) (the **'proposed development'**), on the site located at 310-314 Bushman Drive, Flagstone, properly described as Lot 53 on RP857848 (the **'subject site'**).

Further detail regarding the Information Request is provided below.

The Logan City Council (the **'Council'** or **'LCC'**) Information Request is dated 25 June 2026 and Council's file reference is OWADV/15/2026. A copy of this Information Request is provided at **Section 1, Attachment 1 – LCC Information Request**.

The following section of this correspondence responds to all of the information requested by LCC pursuant to Section 13.2(a) of Part 3 of the Development Assessment Rules, Version 3.0, (the **'DAR'**).

This correspondence is also accompanied by supporting documents and additional information, where required, in response to the LCC Information Request. The volume structure of the supporting documents is as shown below.

As the Development application was made with Council via electronic lodgement, this Information Request Response is provided via electronic submission, as requested on page 2 of the LCC Information Request.

Attachment No.	Document
COMPLETE RESPONSE PACKAGE	
1	LCC Information Request dated 25 June 2026
2	Signage context plan prepared by Urban Planning Services
3	Amended Signage Plans prepared by Urban Planning Services

2 Logan City Council - Information Request

In accordance with Section 13.2(a) of Part 3 of the DAR, the Applicant has instructed UPS and the Project Team to respond to all of the items raised in the Information Request dated 25 June, issued in relation to the abovementioned Development Application. A copy of the Information Request is provided at **Attachment 1 - LCC Information Request**.

General Information

Item 1.1:

Provide a contextual analysis of existing or approved off-premises signs in the surrounding area to assist Council officers with assessment against AO2.3 of the Advertising device code.

RESPONSE TO ITEM 1.1:

The below contextual analysis is provided to assist Officers review of the development against Acceptable Outcome AO2.3. As can be seen there is only one sign approved within the single road alignment. To this end, **Attachment 2** provides the separation distance between the southern approved and sign proposed as part of this application focuses solely on Notwithstanding this assessment, the planning report that accompanied the development application acknowledges the development cannot achieve AO2.3. Acceptable Outcomes (AO) are only one way of achieving the Performance Outcome (PO), noting that UPS have assessed the development against PO2 within the submitted report (page 35) and consider visual clutter is not created along the circa 3km roadway, as follows:

- The proposed sign is located within approximately 250 metres of another approved advertising device (to the south (OWADV/30/2025), though the surrounding context and characteristics of the locality ensure that the development will not result in an unacceptable cumulative visual impact. Importantly this segment of Teviot Road represents a single road alignment that severs at the existing and current upgrading of Homestead Drive. There are no other signs to the north within the 3km road alignment noting that OWA/ADV/9/2025 was withdrawn in July 2026.
- A site-inspection photograph (refer below and within original planning report) shows how the north bound 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.

RESPONSE TO ITEM 1.1:



Item 1.2:

Provide further details regarding how the proposed advertising device will visually integrate with the built form and streetscape character of the Rural residential zone as per PO1 of the Advertising device code.

RESPONSE TO ITEM 1.2:

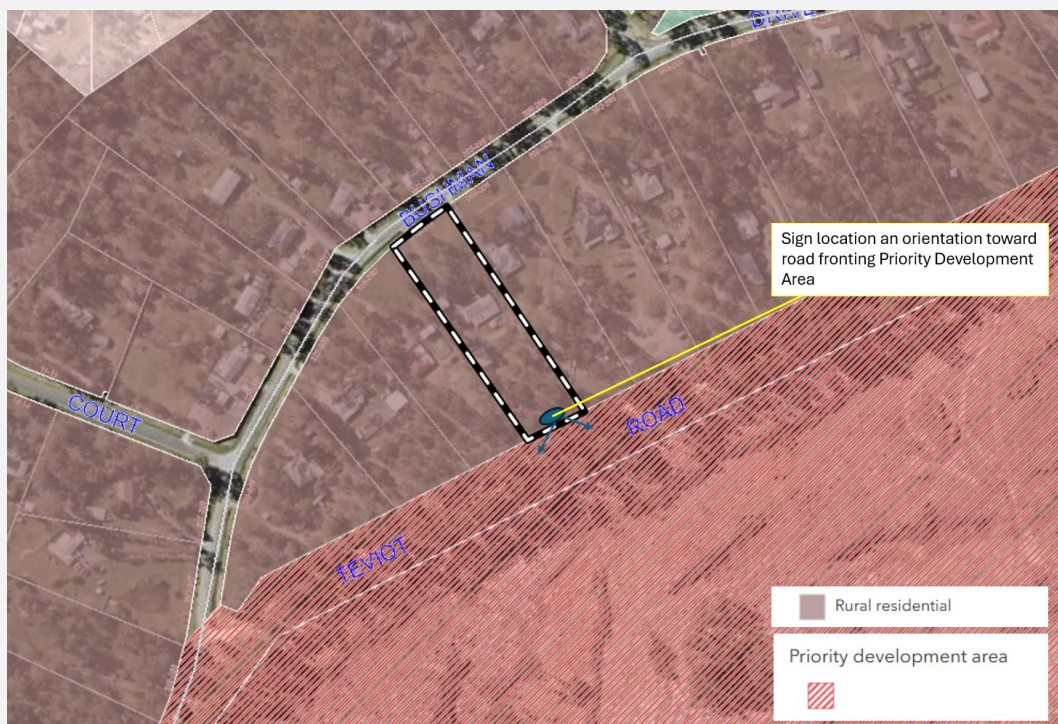
While the subject site has frontage to Bushman Drive, which forms part of the established Rural Residential character area, the proposed sign is not oriented toward, nor visible in any way from the Bushman Drive frontage. The sign is instead sited and orientated toward the rear of the property, addressing the arterial road that provides direct access into the Greater Flagstone Priority Development Area (PDA).

This distinction is critical to the PO1 assessment. The rural residential built form and streetscape character that PO1 seeks to protect is expressed along the Bushman Drive frontage, through low-density rural residential lots, rural fencing, landscaped setbacks and the general absence of urban signage. The sign will have no visual presence within, or relationship to this streetscape. A person travelling along Bushman Drive, or occupying a rural residential lot with frontage to it, will not perceive the sign as part of that streetscape.

RESPONSE TO ITEM 1.2:

By contrast, the rear of the site interfaces with an entirely different visual and built form context, one that is transitioning rapidly to intensive urban residential development as part of the Greater Flagstone PDA. The character on this side of the site is not, and will not remain, rural residential in nature.

The proposed device is sought for a temporary period of 8 years. The temporary status is relevant to the PO1 assessment in that any visual interaction between the sign and the surrounding context is time-limited and reversible, rather than a permanent alteration to the streetscape.



This is a full response to item 1.2 of the Information request and the development is considered to comply with PO1 of the Advertising device code and this Information request item.

Item 1.3:

Provide further details how the proposed advertising device will not create visual clutter in the same direction of traffic as per PO2 of the Advertising device code, including reference to the approved signage application at 330-346 Bushman Drive.

Advice Note: Council officers recommend shifting the sign further north-east on Teviot Road to increase the distance from the approved sign at 330-346 Bushman Drive, unless sufficient further justification is provided and accepted by Council officers for the proposed location. Furthermore, Council officers recommend limiting the sign to one face only for traffic heading south westbound towards the estate which will lessen the conflict with other signage heading north eastbound on Teviot Road.

RESPONSE TO ITEM 1.3:

As submitted within response item 1.1, the site inspection photograph demonstrates that the north-bound approach on Teviot Road bends and rises in advance of the proposed sign location. This horizontal and vertical curvature segments the viewing corridor experienced by motorists, such that the existing approved sign at 330-346 Bushman Drive and the proposed device are not read together, in sequence, or in visual competition. Rather than presenting as a continuous or cluttered signage environment, the topography creates a staggered

RESPONSE TO ITEM 1.3:

visual sequence whereby each sign is encountered independently, consistent with the intent of PO2 to avoid visual clutter in the same direction of travel.

Notwithstanding, the applicant has, in direct response to Council's concerns, shifted the proposed sign location slightly further north as demonstrated within **Attachment 3**. This shift has been undertaken cognisant of retaining existing vegetation on site, which itself contributes to the visual screening and separation between the proposed device and the approved sign at 330-346 Bushman Drive. The proposed location remains fully compliant with the minimum 10m side setback requirement of the code.

While further shift would nominally increase the linear separation between the approved and proposed signs, the road alignment evidence discussed above confirms that separation distance is not the operative factor in avoiding visual clutter at this location, the curvature and rise of the road already achieves the segregation of viewing corridors that PO2 seeks to achieve. A further shift north would risk unnecessary vegetation removal without any corresponding planning benefit, given the visual separation is already delivered by the existing topography.

The applicant does not agree to limit the device to a single face as we maintain that no visual clutter has been demonstrated in either direction.

This is a full response to item 1.3 of the Information request and the development is considered to comply with PO2 of the Advertising device code and this Information request item.

Sign design

Item 1.4:

Provide an amended design that reduces the visual impact of the sign on the streetscape by providing landscaping or other screening measures to the stands/footings of the sign.

RESPONSE TO ITEM 1.4:

An amended design incorporating landscaping or screening to the sign's stands/footings is not considered necessary, for the following reasons.

The proposed device is temporary, sought for a period of 8 years only, and does not warrant the same level of permanent landscape treatment that might be expected of a structure intended to remain indefinitely.

The sign is set back approximately 4m from the boundary, beyond which recent road works have installed an approximately 2m high chain wire fence at the property boundary. This fence sits at a comparable height to the sign's base structure and already forms part of the existing streetscape context. Combined with the dense existing vegetation surrounding the site, the stands/footings of the sign will not be unreasonably visible or result in unreasonable streetscape amenity impact. The recent civil works have, in effect, already altered the immediate streetscape context at the base level Council seeks to have managed through landscaping.

The applicant has reviewed the recent approval OWADV/30/2025 and endorsed plans, being the sign approval located within approximately 250m of the subject site. It is noted that this approval included a condition requiring landscape screening at the sign's base, however this was applied in the context of a site located at the active corner of Bushman Drive and Teviot Road, where streetscape presentation and cohesion are more practically relevant given the nature of that location.

RESPONSE TO ITEM 1.4:

The subject site presents a materially different, site-specific situation. It is not located at an active corner, but along a more transient stretch of road, and is further supported by the existing 2m chain wire fence and dense vegetation already present through the site. Having regard to these site-specific circumstances, rather than seeking to apply a standard landscape buffer condition consistent with a differently situated approval, it is submitted that no additional landscaping or screening is necessary in this instance.

Item 1.5:

Provide amended plans showing the setbacks proposed to ensure compliance with Table 9.4.1.3.2 in the Advertising device code.

RESPONSE TO ITEM 1.5:

Attachment 3 includes updated drawings that reflect setbacks proposed for the sign.

Site Location

Item 1.6:

Provide further justification why this property is the proposed location for the sign.

Further advice:

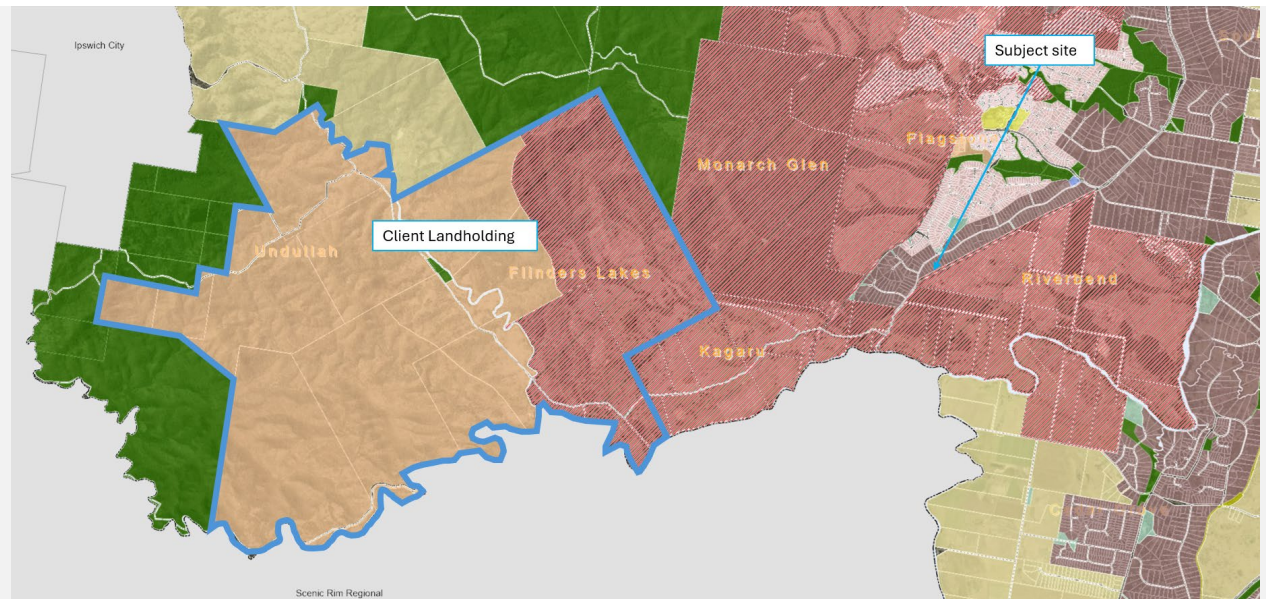
There are additional properties along Teviot Road which are further from the approved signage at 330-346 Bushman Drive which could be investigated as alternate proposal locations, unless sufficient further justification is provided and accepted by Council officers. The site is also located in the Regional Landscape and Rural Production Area under ShapingSEQ 2023, therefore urban development intensification is not expected in this area.

RESPONSE TO ITEM 1.6:

The proposed sign location has been selected on the basis of its direct functional relationship to the arterial road network serving the client's landholding, rather than on the basis of proximity to, or separation from, the approved sign at 330-346 Bushman Drive alone. As shown within the below plan, the sign is proposed on the recently constructed section of Teviot Road, which links directly to Flinders Lakes Drive, the arterial route providing access into the client's landholding to the west, a masterplanned community of approximately 4,000ha comprising approximately 22,000 dwellings. The sign is intended to orient and direct prospective purchasers travelling along both directions of this arterial corridor toward Flinders Lakes, at the location where motorists are both approaching and leaving the Masterplanned area.

It is reiterated that the proposed sign is read completely separately from the approved sign at the junction of Bushman Drive and Teviot Road, given the change in road tangent point and the clear visual separation between the two signs, as demonstrated by the site inspection evidence provided in response to PO2 above. On this basis, Council's request to consider alternate locations further along Teviot Road to increase separation is not considered relevant, as the two signs do not compete or interact visually irrespective of the distance between them.

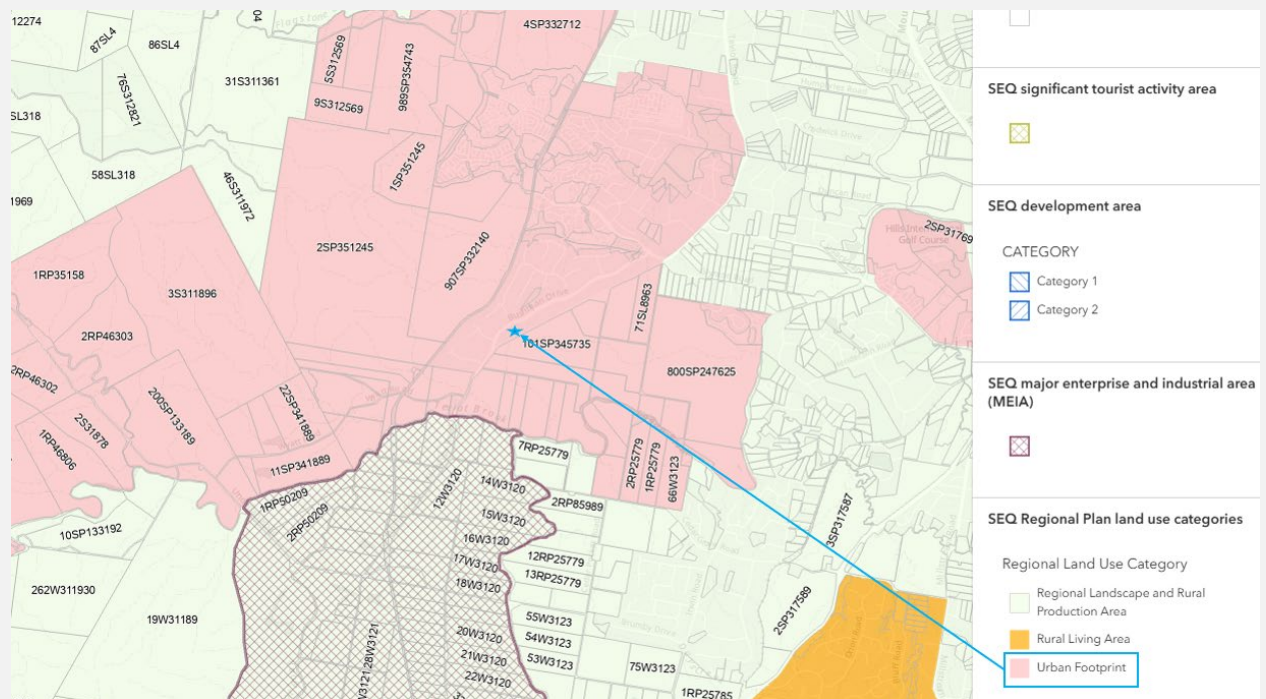
RESPONSE TO ITEM 1.6:



Regional Landscape and Rural Production Area (ShapingSEQ 2023)

Council further advice comment:

The Officer's comments state that the site is located within the Regional Landscape and Rural Production Area under ShapingSEQ 2023. This is factually incorrect, as shown in the attached ShapingSEQ 2023 mapping extract, the subject site is located within the **Urban Footprint**, consistent with its proximity to and functional relationship with the Greater Flagstone PDA, and it is respectfully requested that Council's assessment be updated accordingly. Notwithstanding this correction, it is in any event noted that the regional planning designation applying to the subject land does not, in itself, preclude a temporary directional sign of this nature, which is not a development outcome inconsistent with the Regional Landscape and Rural Production Area intent.



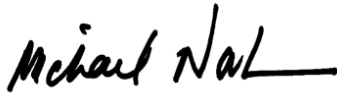
3 Conclusion

UPS, together with the Project Team, has provided a full response to the information requested. It is noted that the matters raised have been considered and addressed by the relevant expert consultant in the project team for this Development Application.

Therefore, in accordance with s.13.2(a) of the DAR, Council is advised that the enclosed documentation represents a complete response to all of the information requested and, on this basis, the application now enters the Public notification period of the DAR, and notice of intention to commence will be provided within the required timeframes. Council is respectfully requested to continue with the assessment of the development application.

Should you have any questions or wish to discuss any of the above matters further, please do not hesitate to contact our Alex Glassington on 07 5570 4994 or by email aglassington@urbanps.com.au

Yours faithfully



Michael Nash

**Director & Town Planner
Urban Planning Services Pty Ltd**

Office Telephone: (07) 5570 4994