

TOWN PLANNING REPORT

786-804 Teviot Road

SOUTH MACLEAN

Operational Works
Development Application for Advertising Device

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Town Planning Report

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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 786-804 Teviot Road, South Maclean properly described as Lot 14 on RP142991 (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.

2 Volume Structure of Application

The Applicant has engaged a suitable qualified and experienced Project Team, as set out below, to bring forward a new residential development of exceptional quality at the subject site, as proposed in this Development Application. The Project Team is summarised as follows.

Table 1: Project Team

CONSULTANT	DISCIPLINE
URBAN PLANNING SERVICES (UPS)	Town Planning

The volume structure of this application is set out below.

Table 2: Structure of Application – Documentation

ATTACHMENT NO.	DOCUMENT
COMPLETE APPLICATION PACKAGE	
1	DA Form 1
2	Landowner's Consent
3	Show Cause Notice issued 9 June 2026
4	Town Planning Report
5	Code Assessment • Rural Residential Zone Code • Advertising Device Code
6	Proposed Advertising Device Plans prepared by Urban Planning Services

3 Site and Development Parameters

A summary of the site and development parameters are outlined in tabular form below.

Table 3: Site and Development Parameters

PROPERTY DETAILS	ADDRESS	LOT & RP	AREA
	786-804 Teviot Road, South Maclean	LOT 14 ON RP142991	21,050M^2
ROAD FRONTAGES	Mountain Ridge Road – 126 metres approx. Teviot Road – 182 metres approx.		
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		

3.1 Allotment Address and Description

The subject site is regular in shape, and is situated at 786-804 Teviot Road, South Maclean properly described as Lot 14 on RP142991. The subject site comprises a total area of 21,050m^2 and is unencumbered.

An aerial view of the subject site is presented in the figure below, with the site identified by red outline.



Figure 1: Aerial of Site Location

3.2 Existing Improvements

The subject site is currently improved by an existing dwelling house and associated structures clear of any vegetation. The sign the subject of this application is currently located on the corner of the site and has been constructed there for over 6 years and was previously advertising the 'Pebble Creek' Estate.



Figure 2: Existing Improvements

3.3 Immediate and Surrounding Area

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.

4 Proposed Development

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 currently located on the corner of Teviot Road and Mountain Ridge Road clear of any vegetation. The advertising device is orientated to address traffic heading south along Teviot Road.



Figure 3: Proposed Site Plan

The advertising device has a single sign face, orientated to vehicles travelling south along Teviot Road. Positioned 2 metres off the ground, the advertising device will have a total face area of 18m2 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 4: Application Details

COMPONENT	DETAILS
ADVERTISING DEVICE TYPE	Off-premises (Freestanding Sign)
SIGNAGE STRUCTUEW	V Structure Billboard
FACE AREA	18m^2
SETBACK	2 metres
HEIGHT	5 metres
DIMENSIONS	6,000mm (W) x 3,000mm (H) – per side
ILLUMINATION	No illumination
SIGNAGE DESCRIPTION	• Support the Pacifiq development • Direct prospective residents to the Pacifiq development area (Flinders Lakes)
OPERATIONAL PERIOD	Operational Period limit to 8 years from construction

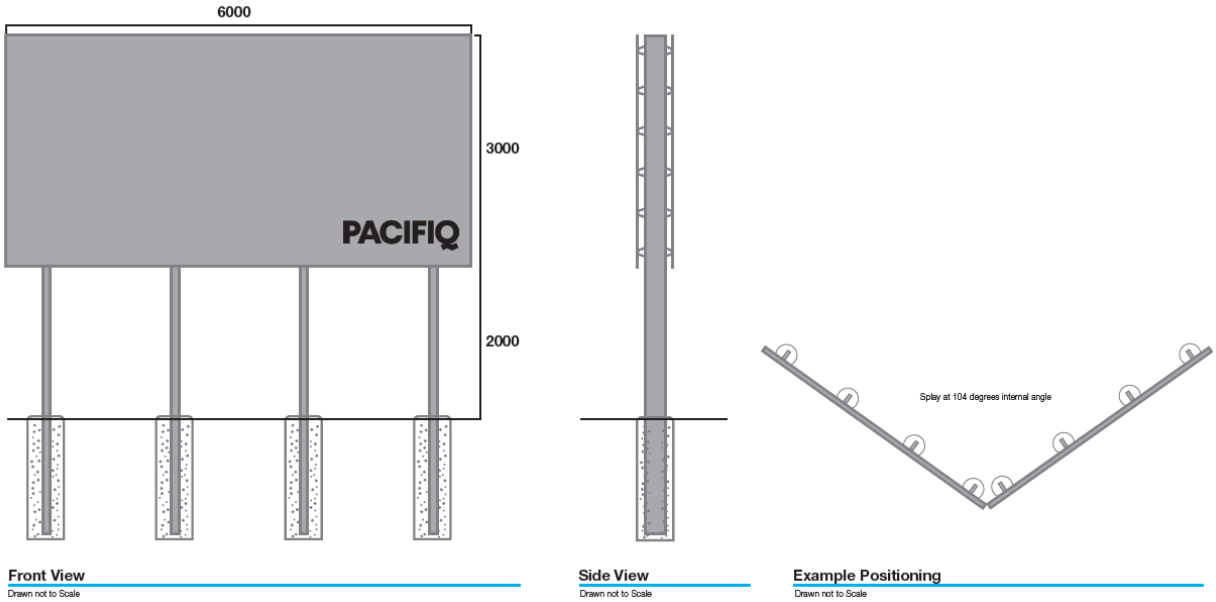


Figure 4: Proposed sign

5 Planning legislation

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 "*operational work*".

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.*

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 State Planning instruments

The application has been assessed against the following State Planning Instruments.

Table 5: State Planning instruments

INSTRUMENTS	TITLE
State Planning Policy	The proposal does not trigger assessment against any benchmarks within the State Planning Policy.
South East Queensland Regional Plan	The subject site is located within the Regional Landscape and Rural Production Area but is not proposing an urban land use.
Planning Regulation 2017 / Economic Development Queensland Act 2012	The *Planning Regulation 2017* supports the principal planning laws by outlining the mechanics for the operation of the *Planning Act 2016*. It documents practical matters such as: • how development applications are categorised; • who will assess the development application; and • the matters that trigger state interests.

5.5 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.

6 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 5** below.



Figure 5: *Subject Site – City Plan Zone Map Extract*

6.1 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 6** below for ease of reference.

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

Figure 6: *Extract of Table 5.8.1 – Operational Works*

7 Logan Planning Scheme

As identified above, the relevant Planning Frame work 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 an 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.

7.1 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 Regional Landscape and Rural Production Area (Strategic Framework Map ('SFM-01.00') 1 – Settlement Pattern).



The subject site is located outside the Urban Footprint identified within the Logan Planning Scheme. The Strategic Framework seeks to protect land outside the Urban Footprint from inappropriate urban development and maintain the intended character and function of these areas.

The proposed development does not establish an urban land use, facilitate urban expansion or result in the fragmentation or intensification of rural residential land. Rather, the application seeks approval for a single, static and non-illuminated off-premises advertising device with a limited physical footprint.

The advertising device is a standalone structure that does not alter the existing use of the land or prejudice the long-term strategic intent for the subject site or surrounding locality. The proposal does not generate additional demand for infrastructure, increase residential or commercial activity on the site, or create development pressures inconsistent with the planning intent for land outside the Urban Footprint.

Furthermore, the advertising device has been appropriately sited and designed to minimise impacts on the character and amenity of the surrounding Rural Residential Zone. The proposal maintains the open landscape character of the locality, does not require the removal of native vegetation and will not adversely affect the safe operation of the surrounding road network.

Accordingly, while the subject site is located outside the Urban Footprint, the proposed advertising device is not considered to conflict with the strategic intent of the Logan Planning Scheme as it does not constitute urban development or compromise the long-term planning outcomes intended for land beyond the Urban Footprint.

7.2 Overlay Maps

A review of the values prescribed for the subject site by the Overlay Maps of the City Plan is summarised in **Table 6** below.

Table 6: *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	**Medium Potential** **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 6 identifies that Overlay Codes relating to: Biodiversity areas and Bushfire apply to the subject site.

8 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 **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.

8.1 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.*

APPLICANTS COMMENTS:

The subject site at 786–804 Teviot Road, South Maclean is located within the Rural Residential Zone, which seeks to provide for a low-intensity residential environment that maintains a semi-rural character, protects landscape and amenity 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.

The proposed advertising device will not compromise the rural residential character or amenity of the locality. The surrounding area is characterised by large rural residential allotments, generous building setbacks, open landscapes and a dispersed pattern of development, providing substantial visual separation between the proposed sign and surrounding residential uses. The sign has been strategically positioned adjacent to the Teviot Road frontage to maximise visibility for passing motorists while maintaining appropriate separation from existing dwellings and minimising potential amenity impacts. Its siting ensures the advertising device does not create visual dominance or contribute to unacceptable visual clutter within the surrounding landscape.

The advertising device has been designed to complement the semi-rural setting through a simple, static and non-illuminated form. The sign 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 appropriate siting of the structure will further soften its visual appearance and assist in integrating the development with the surrounding environment.

The proposal will not adversely affect the environmental values associated with the Rural Residential Zone. The installation of the advertising device does not require the removal of native vegetation and will not impact waterways, ecological corridors or areas of environmental significance. Furthermore, the proposal will not generate unreasonable noise, light spill or other emissions and will not adversely affect the safety of pedestrians, cyclists or motorists using Teviot Road.

It is also noted that an advertising device has existed on the subject site for approximately six years, previously advertising the Pebble Creek Estate. While the previous advertising device was not the subject of a formal development approval, its longstanding presence has not resulted in any known adverse impacts on the amenity of the locality or the safe operation of the surrounding road network. The current

application provides Council with the opportunity to formally assess and regularise the advertising device under the provisions of the Logan Planning Scheme.

While the locality continues to evolve through the ongoing development of surrounding land, the proposed advertising device remains compatible with the established character of the Rural Residential Zone. The sign performs a functional role by promoting a nearby residential development and providing directional information to prospective purchasers while remaining temporary in nature and maintaining the amenity and visual qualities of the surrounding locality.

Accordingly, although off-premises advertising devices are not expressly anticipated within the Rural Residential Zone, the proposed development is considered to achieve the relevant intent and overall outcomes of the Rural Residential Zone through its appropriate scale, siting, design and minimal impact on the surrounding locality.

8.1.1 Advertising Device Code Logan Planning Scheme 2015

The proposed development has been assessed against the applicable Development Code of the Logan Planning Scheme, version 9.2 in accordance with footnote 12 of the Greater Flagstone Priority Development Area Scheme which is provided below.

Advertising devices: Advertising devices are in accordance with standards set out in the planning scheme12.

- *cater for the needs of display homes and businesses to clearly identify the location, the goods or services which are supplied to the public*
- *are consistent with the scale and design of existing buildings and other works on the site and in the locality, and complement the local streetscape*
- *where appropriate, reflect the character of the area*
- *are sited and provided on premises having regard to safety and amenity.*

**12 Refer to Beaudesert Shire Planning Scheme 2007, Chapter 5, Part 3, Division 2 Advertising Devices Code.*

Performance outcome 1 – Visual Amenity and Safety of Movement Network

Performance Outcome	Acceptable Outcome
PO1 An advertising device is designed and located: 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.	**AO1.2** 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.

APPLICANTS COMMENTS:

Although the proposed advertising device does not comply with AO1.2, compliance with the Acceptable Outcome is not necessary where the Performance Outcome can otherwise be achieved.

Table 9.4.1.3.3 of the Logan Planning Scheme identifies that off-premises advertising devices are generally not anticipated within the Rural Residential Zone and specifies a maximum sign face area of 0m^2. While the proposal is therefore technically non-compliant with AO1.2, the proposed advertising device satisfies the intent of PO1 through its appropriate scale, siting, design and limited impacts on the surrounding locality.

The proposed advertising device is intended to advertise a nearby residential development and provide clear directional information for motorists travelling to the development. Given the site's prominent frontage to Teviot Road and the characteristics of the surrounding road network, the proposed sign face has been appropriately scaled to ensure the advertising content is clearly legible to motorists travelling at

the posted speed limit. A smaller sign face would significantly reduce the effectiveness of the advertising device and compromise its intended advertising and wayfinding function.

The proposed sign has been designed to integrate with its surroundings through:

- its location on a large rural residential allotment with extensive frontage to Teviot Road, providing generous separation from adjoining development;
- a sign face that is proportionate to the width, scale and speed environment of the adjoining road corridor;
- a simple, static and non-illuminated design comprising a single advertising panel without excessive graphics, messaging or visual complexity; and
- orientation towards Teviot Road to maximise visibility for passing motorists while minimising views from surrounding residential properties.

It is also noted that an advertising device has been located on the subject site for approximately six years, previously advertising the Pebble Creek Estate. While it is acknowledged that the previous advertising device was not the subject of a formal development approval, its longstanding presence provides a useful indication that an advertising device at this location has not resulted in any known adverse impacts on the amenity of the locality or the safe operation of the surrounding road network. The current application formalises the existing advertising device and provides Council with the opportunity to assess the signage against the relevant provisions of the Logan Planning Scheme.

The proposed advertising device will not create unacceptable impacts on pedestrian, cyclist or vehicular safety. The sign is positioned outside traffic sightlines, maintains appropriate setbacks from the Teviot Road corridor and will not interfere with the safe operation of the surrounding transport network. Furthermore, the advertising device does not incorporate digital displays, animation, moving images or illumination and therefore will not create unnecessary distraction for motorists or light spill affecting nearby residences.

Despite exceeding the nominated sign face area, the proposal will not result in visual dominance or unacceptable visual clutter. The surrounding locality is characterised by large rural residential allotments, generous setbacks and expansive open landscapes, providing an appropriate setting for the proposed advertising device. The scale of the sign is proportionate to the site and the adjoining road environment and remains visually subordinate within the broader landscape.

Accordingly, while the proposal does not comply with AO1.2, the proposed advertising device achieves the intent of PO1 by providing an appropriately designed and located advertising device that integrates with the surrounding environment, maintains the visual amenity of the locality, safeguards road users and effectively performs its intended advertising and wayfinding function. The proposal therefore represents an appropriate planning outcome notwithstanding the technical non-compliance with the nominated maximum sign face area.

Performance outcome 2 – Visual Amenity and Safety of Movement Network

Performance Outcome	Acceptable Outcome
PO2 An advertising device does not create visual clutter.	**AO2.3** An off-premises sign is not located within 500 metres of another existing or approved off-premises sign, with a maximum of three off-premises signs in the same direction of travel in any five kilometres in: 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.

APPLICANTS COMMENTS:

Although the proposed advertising device does not comply with AO2, compliance with the Acceptable Outcome is not necessary where the Performance Outcome can otherwise be achieved.

It is acknowledged that the applicant has also lodged a separate development application to formalise an existing off-premises advertising device located at 87–101 Mountain Ridge Road, South Maclean, resulting in two off-premises advertising devices being located within 500 metres of one another.

Both advertising devices have existed within the locality for approximately six years, having previously advertised the Pebble Creek Estate. While it is acknowledged that neither advertising device was the subject of a formal development approval, their longstanding presence has not resulted in any known adverse impacts on the visual amenity of the locality or the safe operation of the surrounding road network. The current development applications provide Council with the opportunity to regularise both existing advertising devices and assess them against the relevant provisions of the Logan Planning Scheme.

Notwithstanding the technical non-compliance with AO2, the proposal satisfies the intent of PO2 as the two advertising devices do not create an unacceptable concentration of signage or visual clutter. Although both signs promote the same residential development, they have been deliberately designed as single-sided advertising devices orientated towards different directions of travel. Accordingly, each sign performs a complementary wayfinding function by directing motorists approaching the development from separate routes rather than creating duplicate advertising opportunities for the same travelling public.

The advertising devices are located on separate allotments and, due to their orientation, are not intended to be viewed simultaneously by motorists. Road users travelling in either direction will generally only be exposed to a single advertising device during their approach to the development. Consequently, the proposal will not result in an unacceptable cumulative visual impact or an unreasonable concentration of advertising devices.

Furthermore, the surrounding locality is characterised by large rural residential allotments, generous setbacks and expansive open landscapes, providing substantial visual separation between the advertising devices and surrounding development. Both signs comprise a single static, non-illuminated advertising panel and do not incorporate digital displays, animation or moving images, thereby minimising visual complexity and ensuring the signage remains visually subordinate within the surrounding landscape.

Accordingly, although the proposed advertising device does not comply with the 500-metre separation distance prescribed by AO2, it satisfies the intent of PO2 by demonstrating that the combined signage will not create unacceptable visual clutter or adversely affect the amenity, character or visual quality of the surrounding Rural Residential Zone.

9 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.

In accordance with section 45(5)(b) of the Planning Act 2016, the following other relevant matters have been considered in support of the proposed development:

- The subject site is located outside the Urban Footprint identified under the Logan Planning Scheme. However, the proposed development does not establish an urban land use or facilitate urban expansion. The application seeks approval for a single off-premises advertising device only, which has a limited physical footprint and does not alter the existing lawful use of the land, increase the intensity of development or prejudice the long-term planning intent for land outside the Urban Footprint.
- The subject site comprises a large rural residential allotment with substantial frontage to Teviot Road, generous setbacks and an open landscape setting capable of accommodating the proposed advertising device without resulting in visual dominance or adverse impacts on the character or amenity of the locality.
- The proposed advertising device has been designed as a single-sided, static and non-illuminated sign with a simple and uncluttered appearance. The scale, siting and orientation of the sign ensure it remains visually subordinate within the broader landscape and does not create unnecessary distraction for motorists or unreasonable impacts on adjoining properties.
- An advertising device has existed on the subject site for approximately six years, previously advertising the Pebble Creek Estate. While it is acknowledged that the previous advertising device was not the subject of a formal development approval, its longstanding presence has not resulted in any known adverse impacts on the amenity of the locality or the safe operation of the surrounding road network. The current application provides the opportunity to regularise the existing advertising device and enable Council to assess the proposal against the relevant provisions of the Logan Planning Scheme.
- A companion development application has also been lodged by the applicant to formalise an existing advertising device at 87–101 Mountain Ridge Road, South Maclean. While both advertising devices promote the same residential development, they comprise single-sided signs orientated toward different directions of travel and perform a complementary wayfinding function for motorists approaching the development from separate routes. Accordingly, the combined signage does not result in an unreasonable concentration of advertising devices or unacceptable visual clutter.
- The surrounding locality is characterised by large rural residential allotments, expansive open landscapes and limited built form, providing a setting in which the proposed advertising device can be accommodated without detracting from the visual character of the area.
- The proposed advertising device provides an appropriate planning outcome by promoting and providing directional guidance to a nearby residential development. Given the site's prominent frontage to Teviot Road, the signage performs an important wayfinding function for motorists while maintaining the amenity, character and safety of the surrounding environment.

Having regard to the above matters, the proposed advertising device represents an appropriate planning outcome that is compatible with the character of the locality and achieves the relevant intent of the Advertising Devices Code notwithstanding the identified technical non-compliances with the Acceptable Outcomes.

10 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 786-804 Teviot Road, South Maclean properly described as Lot 14 on RP142991 (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



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