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File	696532-1	
Doc No		
Author/Action Officer		<input type="checkbox"/>

Application OWADV/6/2011

Description

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|--|--|
| <input type="checkbox"/> Bushfire Management Plan | <input type="checkbox"/> Steep Slope Stability Report |
| <input type="checkbox"/> Environmental Impact Report | <input type="checkbox"/> Stormwater Management Plan |
| <input type="checkbox"/> Flood Management Plan | <input checked="" type="checkbox"/> Town Planning Report |
| <input type="checkbox"/> Flora and Fauna Report | <input type="checkbox"/> Traffic Report |
| <input type="checkbox"/> Geotechnical Report | <input type="checkbox"/> Vegetation Management Plan |
| <input type="checkbox"/> Noise Report | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Soil Report | _____ |

DM File Name OWADV/6/2011 Operational Works - Illuminated Advertising Sign
BISHOPP OUTDOOR ADVERTISING

Proposal Address 22-26 Anders Street, JIMBOOMBA QLD 4280

Internet Ready

Scanned Date	Received	
	Date	01-Apr-2011
	By	Tracey Baglin

OUTDOOR ADVERTISING
bishopp

31st March 2011

Proposed Third Party Advertisement

22-26 Anders St Jimboomba QLD 4280

Double Sided Illuminated Supersite Billboard

1.0 SUBJECT SITE

Location:	22-26 Anders St Jimboomba QLD 4280
Property Description:	L2 RP 192585
Zoning:	ML-INDTY, Industry
Current Use:	Vacant Industrial Land
Site Area:	4.28ha

2.0 INTRODUCTION

2.1 The Application

Bishopp Outdoor Advertising Pty Ltd makes this application to Council for development approval build a double sided 12.6m x 3.3m (41.5m²) illuminated billboard on the property, fronting the Mt Lindesay Highway.

Bishopp Outdoor Advertising Pty Ltd is desirous of creating an attractive visual static display conforming to current industry standards. It is proposed to build;

- One 12.6mm x 3.3m (41.5m²) Double sided Illuminated Billboard

2.2 Bishopp Outdoor Advertising Pty Ltd

Bishopp Outdoor Advertising Pty Ltd is a professional billboard company and has dedicated operations team that ensures maintenance programs are established and implemented. This involves regular inspection of signs, the advertising copy displayed on it, lighting as necessary and landscaping.

Bishopp Outdoor Advertising Pty Ltd structures are designed by industry professionals, made structurally sound by an engineer and built by our professional team based within Brisbane. All aspects of the structures ensure that rigorous standards are adhered to.

3.0 SITE CONTEXT

The subject site is located along the Mount Lindesay Highway, which is a major thoroughfare for persons travelling to the very large current and future residential areas such as Greater Flagstone, and south towards Beaudesert, and the future Industrial area of Bromelton. Signage within growth areas is very important for several reasons. Our billboards which are in high growth areas are predominately used by developers who are trying to engage potential consumers, and new businesses which have been established within these areas to cater for the growing population. The proposed Billboard at this location will provide local businesses an opportunity to advertise to potential customers travelling to or through the area. The sign also provides options for local and state governments to advertise community safety messages and information.

The current site is sparsely vegetated by various grasses and will be used as future industrial land once development is undertaken.

The value of billboard signage at this location to the local economy cannot be underestimated. Bishopp Outdoor Advertising's Billboards have been consistently utilised by Tourism Queensland, local business operators, land developers and providers of accommodation to inform and direct the travelling public of offered services, and recently in growing amounts Road Safety Advertising for The Queensland Department of Transport has been utilised. These businesses generate considerable economic activity for the local economy, create local jobs and generate rates and revenue for local authorities.

The local economic value of outdoor billboards is confirmed by real data - in 1999, over 2,247 individual Queensland Businesses used billboards to promote their goods and services. Further research also consistently shows that outdoor advertising signs are a primary source of information for the travelling public when and where they need it. A poll conducted in the United States of America showed that 9 out of 10 persons found billboards important when looking for business related services.

4.0 PROPOSAL

Bishopp Outdoor Advertising Pty Ltd commends the Logan City Council on its ability to maintain a fair and effective "performance" based policy. In select locations where there is not a build up of existing signage, it is effective for a billboard to be positioned that allows more creative flexibility within the advertisement, in this circumstance due to the zoning of the land, a sign of 40m² is allowed. Bishopp has assessed the potential for the site and is asking for a similar size of sign. The industry standard sizes in Landscape format are;

1. 6m x 3m (18m²),
2. 8.2m x 2.1m (17.2m²),
3. 12.6m x 3.3m (41.5m²) and;
4. 20m x 6m (120m²).

These standards are nationally recognised across all Outdoor Advertising Companies. Bishopp is applying to Logan City Council for a 41.5m² (Supersite Billboard)

It is proposed by Bishopp Outdoor Advertising Pty Ltd to build

- *One Double sided 12.6m x 3.3m Supersite Billboard (Total face area of 41.5m²)*

Bishopp is focussed on the placement of Billboards which are appropriate for the surrounding natural and built environment.

An image shows and the North and South bound view of the proposed signs in Attachment A and Attachment B- Sign Positioning.

5.0 THE BEAUDESERT PLANNING SCHEME 2007

The Beaudesert Planning Scheme 2007, is the governing planning scheme of this development application. The relevant sections of the plan which will be discussed below are;

- Chapter 3- Assessment Provisions for Zones and Precincts, Part 2-Mt Lindesay Corridor Zone, General Assessment Criteria for the Mt Lindesay Corridor Zone Code- Overall Outcomes

- Chapter 3- Assessment Provisions for Zones and Precincts, Part 2-Mt Lindesay Corridor Zone, Subdivision 7 Specific Assessment Criteria for the Industry Precinct.
- Chapter 5- Assessment Criteria for a Development of a Stated Purpose or of a Stated Type, Part 3- Work Codes- Advertising Device Code

5.1 Overall Outcomes for the Mt Lindesay Corridor Zone

The following is the Overall Outcomes for the Mt Lindesay Corridor Zone, and how the proposal responds to the outcomes.

Overall Outcome		Proposed Development's Response to Overall Outcome
OO1	Development provides for the creation and maintenance of a pleasant and safe living and working environment.	N/A
OO2	Development in a residential area promotes a high standard of amenity and is compatible with the existing residential character.	The proposed development is not located in a residential area.
OO3	Development maintains and enhances the amenity of the local area by avoiding or minimising adverse impacts arising from; noise, hours of operation, odour or other air emissions, traffic generation, lighting, and signage.	<p>The proposed development will have no impact on noise, air emissions or traffic generation.</p> <p>The proposed billboard is suitable as it is located in an industrial area, removed from any rural or residential land uses or values. The surrounding land uses represent a future industrial and commercial hub for Jimboomba which is reflected in the zonings of the surrounding area.</p> <p>The proposed billboard is intended to be illuminated between the hours of 5pm and 10pm.</p>
OO4	Development minimises risks and nuisance to people and property through location and design.	The proposed development will not provide a nuisance or risk to individuals on private or public property.
OO5	Development does not involve the	N/A

	establishment of new Intensive Rural Uses within or adjoining residential, rural residential or centre areas and the continuation of existing Intensive Rural Uses is not entrenched or perpetuated by development.	
OO6	Development recognises and provides for the retention of identified scenic amenity.	The proposed development will note impact on existing amenity. The billboard is appropriate as it is located in an Industrial zoned area with no identified values of scenic amenity.
OO7	Development in the Emerging Community Precinct and Future Investigation Precinct— (a) does not compromise the potential future use of the Precinct; and (b) protects the future residential amenity; and (c) is visually appropriate and protects the scenic amenity of the location; and (d) protects, enhances and restores Ecologically Significant Areas, Ecological Corridors and other nature conservation values.	N/A
OO8	Development is located, designed and managed to— (a) consolidate areas of existing urban development; and (b) maintain existing and proposed residential amenity and streetscape quality; and (c) enhance landscape character; and (d) be compatible with other existing or proposed development; and (e) not compromise the multi-use of existing or proposed sport and recreation facilities; and	(a) The proposed development is located near an industrial and commercial hub. (b) N/A (c) The proposed development is designed to reduce any perceived negative impacts to the surrounding environment. (d) The proposed development is consistent with the existing surrounding and proposed

	(f) minimise impacts on environmental values and places of environmental and cultural heritage significance.	developments as it is located in an industrial and commercial hub. (e) N/A (f) The impacts of the surrounding environment will be very minimal. The current site is not a place of environmental or cultural significance.
OO9	Development provides for the reuse of degraded sites in a way that does not compromise the safety or amenity of the community.	The current scenic amenity of the site is typical of an industrial vacant lot and will not be further degraded.
Community Identity, Urban Design Principles and Image		
OO10	Development provides for the establishment, conservation and enhancement of local character and the promotion of a distinctive local identity and sense of place.	The proposed Development will enhance the local character of the area, and provide no negative impacts on the sense of place or local identity of the area, due to the location of the proposed billboard which is separated from residential uses, and located along the Mt Lindesay Hwy.
OO11	Development in the Town Centre Core Precinct, Frame Precinct and the Mixed Use Precinct is located, designed and managed so as to— (a) maintain connectivity and provide a high level of integration and legibility between uses; and (b) provide a high level of amenity and contribute positively to landscaping, streetscape and existing built form; and (c) provide for a rationalisation of vehicular and pedestrian access; and (d) provide appropriate parking, manoeuvring and access areas.	N/A
OO12	Development within the Town Centre Core Precinct, Frame Precinct and Mixed Use Precinct is generally consistent with the existing scale form, intensity and character of	N/A

	development.	
	Community Services	
OO13	Development supports a range of community services commensurate with the size and density of the individual community in which the development is proposed.	The proposed development will help to provide opportunities for local businesses to promote their business or product via a very affordable and effective manner.
OO14	Development for community services is located to provide the most effective and efficient delivery of those services.	N/A
OO15	Development contributes to the collective provision of appropriate community facilities serving the needs of residents.	N/A
	Cultural Heritage	
OO16	Development provides for the identification and protection of places, objects and areas of recognised historic, indigenous and cultural heritage significance.	N/A
	Defence Facility Area	
OO17	Development does not compromise the existing or future operational capability of the defence establishment at Greenbank.	N/A
	Ecological Sustainability	
OO18	Development protects and enhances Ecologically Significant Areas including native vegetation of regional and local significance, ecological corridors, areas of local, regional and State biodiversity significance and habitat for State and regionally significant flora and fauna, to maintain the Shire's biodiversity and nature conservation values.	N/A
OO19	Development protects and enhances natural drainage catchments, river and stream systems, riparian vegetation and other water bodies to maintain the ecological values and functions of the ecosystems, the	N/A

	health of individual communities and to enhance values for native flora and fauna habitat, recreation and other uses.	
OO20	Development provides for the maintenance of high standards of air and water quality.	The proposed development will have no impact upon air or water quality.
OO21	Development provides for the minimisation of waste products and the promotion of systems to ensure effective reuse, treatment and disposal of waste.	
	Economic Development	
OO22	Development provides for the enhancement of employment and investment opportunities through improved integration of residential and business activities, whilst maintaining residential amenity.	The proposed development will provide opportunities for businesses to market themselves or product and grow in size, hence potentially allowing for further employment opportunities within such a company, benefiting the local community.
OO23	Development involving retail uses, retail-bulky goods and office/professional uses may be supported where the total gross floor area/(existing and proposed) for each locality does not exceed— (a) 6,000m2 at Logan Village for development at Logan Village; and (b) 14,000m2 at Jimboomba for development at Jimboomba; and (c) 10,500m2 at Greenbank for development at Greenbank; and (d) 6,700m2 at Flagstone for development at Flagstone; and (e) 500m2 in the Minor Convenience Centre for development at a Minor Convenience Centre.	N/A
OO24	Development for the expansion of centres beyond the designated total gross floor area limits, does not occur until further planning studies are completed to determine the	N/A

	appropriateness of such expansions.	
	Housing	
OO25	Development provides an ongoing adequate supply of residential land that responds to community needs and opportunities but which recognises specific locational constraints.	N/A
OO26	Development provides a diversity of housing forms (including a mix of low to medium density housing types and allotment sizes) that provide for the housing needs of residents and promotes equity in access to goods and services.	N/A
	Infrastructure Efficiency	
OO27	Urban development is established in identified village areas.	N/A
OO28	Development maximises the use and safe operation of existing and proposed infrastructure and provides for the efficient provision of future infrastructure.	N/A
OO29	Development for urban residential development is supported in defined areas where it supports the provision of an efficient reticulated sewerage scheme.	N/A
OO30	Development provides for on-site effluent treatment and disposal where reticulated sewerage is not provided.	N/A
OO31	Development does not compromise corridors required for proposed or future infrastructure.	N/A
OO32	Development makes provision for required separation distances and/or appropriate barriers or landscape/vegetative buffers from existing, proposed or future infrastructure facilities.	N/A
OO33	Development ensures that the safe operation and continued viability of electricity infrastructure is maintained.	The proposed development will not interfere with the nearby overhead power lines.

0034	Development ensures that only compatible land use activity occurs in proximity to existing, proposed and future infrastructure facilities.	N/A
	Landscaping	
0035	Development has a positive impact on the landscape, scenic amenity and streetscape of Precincts within the Mount Lindesay Corridor Zone and serves to reinforce community identity and cohesion.	The proposed development will not affect scenic amenity. The sign is located within an Industrial precinct with no scenic amenity values. The sign will provide the opportunity for businesses to reach the thriving community.
	Noise, Air and Light Emissions	
0036	Development protects and enhances the amenity and character of all Precincts within the Zone by avoiding or mitigating adverse emissions of noise and/or vibration, odour, dust and other pollutants, light or glare	<p>The sign will not provide any emissions of noise, odour, dust or any other pollutants.</p> <p>The sign has been designed as to not reflect sunlight or provide glare. Any proposed lighting will be in line with Australian Standards, council requirements and DTMR recommended luminance levels.</p>
	Open Space, Sport and Recreation Facilities	
0037	Development contributes to the establishment of an integrated open space network providing for diverse, useable, accessible, multi-purpose and affordable recreation and leisure opportunities that respond to community needs.	N/A
0038	Development contributes to the provision of adequate and appropriate sport and recreation facilities serving the needs of residents.	N/A
0039	Development ensures that the location and design of urban areas supports and facilitates accessibility to community facilities.	N/A
	Protection of Personal Health, Safety and Property	
0040	Development is located and designed to minimise the potential risk to life and property from natural hazards.	N/A

OO41	Development incorporates crime prevention through environmental design principles.	N/A
OO42	Development is located and designed to avoid land subject to contamination.	N/A
Transport and Access		
OO43	Development supports the provision of an integrated efficient, safe and attractive transport network for a range of transport modes including public transport, passenger vehicles, delivery and freight vehicles, pedestrians and cyclists.	N/A
OO44	Development provides for pedestrian, cycle and vehicular connectivity and ease of mobility.	N/A
OO45	Development minimises conflicts between local and through traffic and between pedestrians, cyclists and vehicles.	The proposed development will have no impact on pedestrian, cyclists or vehicular movement.
OO46	Development provides adequate and attractive parking facilities.	N/A
Precinct Intent Statements		
OO51	Development within the Industry Precinct has a predominately industrial character. The Precinct provides for a mix of compatible business and industry activities, including commercial, service and trade activities and appropriate low-impact manufacturing activities that support and are within close proximity to the Town Centre Core, Frame, Mixed Use and Minor Convenience Precincts.	<p>The proposed development is a commercial business activity. The proposed development is compatible with surrounding and any future onsite industrial activities.</p> <p>The locality of the sign is one where there is a high level of surrounding commercial and industrial uses, being that of a Service Station, Big Box and light industrial sheds.</p> <p>Any future industrial use on the land will not be affected by the proposed development, due to its position and height.</p>
Growth Management		
OO62	Development in respect of land in the	N/A

	<p>Mt Lindesay Corridor Zone identified in the Urban Footprint of the South East Queensland Regional Plan is to comply with the South East Queensland Regional Plan which provides that—</p> <p>(a) the land is not necessarily suitable for urban development; and</p> <p>(b) the land suitable for urban development is to be identified through structure planning and associated Planning Scheme amendments or, where otherwise provided for, through consideration of constraints affecting the land; and</p> <p>(c) the timing and sequencing of development shall be determined through structure planning and the local growth management strategy; and</p> <p>(d) structure planning is to be undertaken for all Major Development Areas identified in Schedule 6 prior to development unless the development would not compromise the future use and planning of the Major Development Area.</p>	
	Intensity of Development	
OO63	<p>Development is at a scale, form and intensity which is intended for development in the Zone and is consistent with the reasonable expectations of residents of the Zone.</p>	<p>The proposed development is of a scale and intensity which is appropriate to the surrounding locality of large industrial and commercial facilities.</p>
OO64	<p>Development, being Reconfiguring a Lot—</p> <p>(a) is to comply with the standards in Table 5.4.6B Lot Design Specifications; and</p> <p>(b) in respect of land identified in the Regional Landscape and Rural Production Area of the South East</p>	N/A

	Queensland Regional Plan is to comply with the Regulatory Provisions of the South East Queensland Regional Plan.	
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5.2 Specific Assessment Criteria for the Industry Precinct

<i>Specific Criteria</i>		<i>Proposed Developments Response</i>
SO1	<p>Development exhibits a predominately industrial character and provides for a mix of compatible business and industry activities including—</p> <p>(a) commercial and service and trade activities; and</p> <p>(b) appropriate low-impact manufacturing activities that support and are within close proximity to—</p> <p>(iii) the Town Centre Core Precinct; and</p> <p>(iv) Frame Precinct; and</p> <p>(v) Mixed Use Precinct; and</p> <p>(vi) Minor Convenience Precinct.</p>	<p>(a) The proposed development is responsive to any future activities on the site and has been positioned to allow for future development and activities under the structure.</p> <p>(b) (iii & iv & v & vi) N/A</p>
SO2	<p>Development within the Industry Precinct is comprised predominantly of—</p> <p>(a) Industry – General; or</p> <p>(b) Industry – Low Impact/service; or</p> <p>(c) Commercial activity; or</p> <p>(d) a Retail Showroom; or</p> <p>(e) Warehouse/Storage Facility.</p>	<p>The proposed development complies as it is a commercial activity on the site.</p>
SO3	<p>Development within the Industry Precinct is consistent with existing and intended scale and built form by providing that development—</p>	<p>(a) (i) The proposed billboard will be in proportion to any future heights and scale of proposed industrial</p>

<p>(a) is of a scale and form which is compatible with existing and planned buildings or structures having regard to—</p> <ul style="list-style-type: none"> (i) height, mass and proportions; and (ii) roof form and pitch; and (iii) building materials, patterns, textures and colours (iv) windows and doors; and (v) towers and stacks; and (vi) fencing, landscaping and entry treatments; and (vii) parking, manoeuvring and access areas; and (viii) existing buildings, structures And plants; and <p>(b) is consistent with the pattern of development shown on a structure plan map; and</p> <p>(c) has a tidy and functional appearance; and</p> <p>(d) is orientated toward the road network; and</p> <p>(e) contributes positively to streetscape and built form; and</p> <p>(f) is integrated with existing industry uses and buildings.</p>	<p>buildings on the site. The proposed billboard due to the slope of the block, and position will be an overall height of 8m (4.5m to the underside of the upper assembly).</p> <p>As the proposed buildings on the site will be of an industrial style, the proposed billboard will be of a standard industrial textures, materials and colours.</p> <p>It is proposed that any future industrial use on the site will be designed to be consistent with adjoining industrial uses, incorporating appropriate urban design principles.</p> <p>(b) Not Applicable, no structure plan for the area.</p> <p>(c) The proposed billboard is designed to be very minimalistic and is designed to provide a functional appearance for the advertiser and our staff who work on the structure.</p> <p>(d) The billboard is orientated to the Mt Lindesay Highway.</p> <p>(e) The proposed billboard will contribute positively to the streetscape, due to it being an industrial area.</p> <p>(f) The billboard will be integrated with any future industrial use on the site. Due to the geographical nature of the site, a billboard in the proposed location will allow for maximum</p>
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		utilisation of the site for future industrial premises.
SO4	<p>Development for Industry purposes—</p> <p>(a) protects and enhances the role of the Precinct as a focus for a mix of compatible business and Industry activities; and</p> <p>(b) functions in an integrated manner alongside existing business and industry activity by providing where possible, integrated parking areas, access areas, manoeuvring areas, built form, landscaping and advertising devices; and</p> <p>(c) contributes to the enhancement of existing and intended amenity; and</p> <p>(d) has a high level of accessibility to the local road network; and</p> <p>(e) provides a high level of amenity in relation to built form, landscaping, streetscape and advertising devices; and</p> <p>(f) ensures that screen landscaping is provided between industrial uses and major roads where they abut.</p>	<p>(a) The proposed billboard will provide opportunities for future industrial and commercial facilities on the site due to the positioning near the road edge.</p> <p>(b) The proposed billboard is a perfect example of integration within an area. The position of the land on which the pylon sits is unusable for industrial purposes and is a perfect example of integration of similar commercial facilities on the site. The billboard will not affect parking, access or manoeuvring areas.</p> <p>(c) The proposed billboard will contribute to the existing amenity and is designed to be harmonious with any future intended amenity.</p> <p>(d) N/A</p> <p>(e) Bishopp's Billboard's are built to a very high quality and are designed to reflect the existing built form and streetscape. Landscaping around the base of the pylon can be provided to soften the bulk of the pylon base.</p>
SO5	<p>Development being Building Work and Engineering Work does not—</p> <p>(a) interfere with or adversely impact upon any existing or planned infrastructure; and</p> <p>(b) place an adverse loading on any existing or planned infrastructure.</p>	<p>(a) The proposed billboard will not adversely impact upon any existing or proposed infrastructure.</p> <p>(b) The proposed billboard will not affect loading on existing or planned infrastructure.</p>
SO6	Development within the Industry Precinct at Jimboomba makes	N/A

	<p>provision for public transport services which—</p> <p>(a) service the development; and</p> <p>(b) integrate with existing public transport services; and</p> <p>(c) protect and enhance the safe, efficient and legible operation of public transport services.</p>	
S07	<p>Development providing limited retailing activities does not compromise the role of the Town Centre Core Precinct, Frame Precinct, Mixed Use Precinct or Minor Convenience Precinct.</p>	N/A

5.2 Overall Outcomes and Specific Outcome of the Advertising Device Code

<i>Overall Outcomes</i>		<i>Proposed Development's Response</i>
(a)	<p>cater for the needs of business by clearly identifying goods or services which are supplied to the public; and</p>	<p>The proposed billboard will provide an opportunity to clearly identify a surrounding product, business or enterprise, and will also provide opportunities for use via local and state governments and agencies.</p>
(b)	<p>complement the design of a Building on which an Advertising Device is located and be consistent with the type of development in the surrounding area; and</p>	<p>The proposed billboard will be a free standing structure. The proposed billboard is consistent with the current and emerging surrounding commercial and industrial uses.</p>
(c)	<p>complement the local Streetscape and present a visually attractive appearance to public areas; and</p>	<p>The proposed development be visually attractive and be properly maintained. The sign will be harmonious with the intended industrial future use of the site.</p>
(d)	<p>be safely secured and not pose a physical hazard, obstruction or distraction to motorists, pedestrians, cyclists or residents; and</p>	<p>The proposed billboard is designed by an engineer to Australian Standards, and is constructed and installed by our own staff. Over many years our signs have seen tropical cyclones (Yasi), flooding (Toowoomba, Caboolture and Grantham/ Gatton) and have not faltered.</p>

		The billboard will provide no distraction to motorists, pedestrians, cyclists or residents.
e)	not significantly impact on the access to views, sunlight or breezes for residents, patrons or other uses of nearby sites, or create a nuisance as a result of noise, flashing or illumination; and	The sign is illuminated and there will be no flashing, the illumination levels will be adhered to inline with council and DTMR recommendations, and will be from 6pm to 10pm daily.
f)	reflect the character of the surrounding area, particularly where the surrounding area has a predominantly historical character or notable design theme; and	The proposed billboard is suitable to its surroundings, with commercial and industrial facilities in close proximity. The subject site has no predominant historical character or notable design theme.
g)	complement the scenic amenity of the Shire.	The proposed development will complement the scenic amenity of the local area, and will reflect positively on the amenity of the shire.
Specific Outcomes		Proposed Development's Response
Built Form and Signage Location— General		
S1.1	Development provides that an Advertising Device is placed in a consistent location in accordance with Appendix 1 (Consistent and Inconsistent Sign Locations).	N/A as not associated with an existing building.
S2.1	Development provides that an Advertising Device is placed in a consistent location in accordance with Appendix 1 (Consistent and Inconsistent Sign Locations).	N/A as not associated with an existing building.
S2.2	Development within the Gallery Walk Precinct or Curtis Falls Precinct provides that any material advertising the tourist business (including an Advertising Device on a Building or a freestanding sign) is limited to the equivalent of 1 double sided sign with a sign face area of 2m ² on each side or 1 single sided sign with a sign face area of 4m ² .	N/A not located in a Gallery Walk Precinct or Curtis Falls Precinct.
S3.1	Development in a Rural or Open Space Area has a total sign face area per site which does not exceed 5m ² .	N/A
S3.2	Development in a Residential Area, has a	N/A

	total sign face area per site which does not exceed 1.5m ² , except where the site is used for an approved or lawful non-residential use in a non-residential Building, in which case the total sign face area does not exceed 5m ² .	
S3.3	Development in a Business and Industry Area has a total sign face area which does not exceed 10m ² for every 10 metres of site frontage, or 40m ² in total, whichever is the lesser area.	The lot has a frontage of 50m, and therefore the proposed billboard will have a face area of 41.5m ² , which is an industry standard. It is argued that an increase of 1.5m ² to maintain industry standards is minimal and does not compromise the specific objectives or outcomes of this code.
S3.4	Development in a Special Area has a total sign face area which does not exceed 5m ² .	N/A
Illumination of Advertising Devices		
S4.1	Development provides that the luminance level for an Advertising Device is— (a) 400 cd/m ² in a business area; and (b) 300 cd/m ² in all other areas.	The billboard will be illuminated and will have an luminance level of 400 cd/m ²
S4.2	Development provides that illuminated Advertising Devices are only provided for businesses that are open or operate at night.	Due to commercial viability, the lighting of the billboard will operate between 5pm -10pm only.
SO5	Development provides that an Advertising Device located in a Rural, Open Space, Residential or Special Use Area is not illuminated, except where used in association with an approved or lawful non-residential use on a non-residential Building.	N/A
SO6	Development provides that all conduits, wiring, switches or other electrical apparatus are concealed from general view.	Any proposed wiring will be hidden from general view.
Billboards		
SO12	Development being a Billboard is not erected in an area other than a business and industry area.	N/A as the proposed area is zoned as industry.
S13.1	Development being a Billboard provides for Screen Landscaping which hides the supporting structure.	In most instances, due to the quality of the construction, landscaping around the supporting structure, namely the pylon is not necessary. If required the

		area around the pylon can be landscaped.
S14.1	<p>Development being a Billboard does not exceed the lesser of—</p> <p>(a) the height of Buildings on the subject site; or</p> <p>(b) the height of Buildings on adjoining sites where there are no Buildings on the subject site; or</p> <p>(c) 10 metres in height.</p>	<p>(a) N/A as no building on the subject site.</p> <p>(b) The height of the buildings on the northern and southern sides are approximately 8-10m.</p>
S14.2	<p>Development being a Billboard is located—</p> <p>(a) at the front of the property it is promoting; and</p> <p>(b) at least 800 metres from any other existing or approved Billboard.</p>	<p>(a) The billboard is located at the front of the property, and will be used for third party purposes.</p> <p>(b) Complies</p>
S14.3	<p>Development being a Billboard provides for—</p> <p>(a) a maximum sign face area of 40m²; and</p> <p>(b) a maximum of 1 Billboard sign per site.</p>	<p>(a) The proposed sign is 41.5m² which is an industry standard size that all state and national companies use. It is argued that a 1.5m² increase to maintain industry standards is minimal and does not compromise the specific objectives or outcomes of this code.</p> <p>(b) Complies, as only one sign is to be placed on the premises.</p>

6.0 CONCLUSION

The subject site is appropriate for a billboard. The site is zoned as industrial and is therefore as per the code allowed a sign of 40m². The context of the area is that of future industrial and commercial facilities, which support the use of a billboard within this area.

The proposal has a number of significant benefits including:

- The proposed structure will be of a modern, streamlined appearance and will be of one Doubled Sided 12.6m x 3.3m (41.5m²) billboard.
- Residential and open space land uses are removed from the location of the billboard.
- The billboard is located in an industrial zoned area.
- The sign is located on a major road to and from the expanding residential and industrial areas of Greater Flagstone, Beaudesert and Bromelton State Development Area.
- The proposed billboard sign is compatible with the surrounding environment and will not cause adverse impact upon existing amenity.
- The proposed billboard sign will not cause a traffic hazard – indeed, the signage may actually contribute to road safety by providing visual stimulation and interest for passing motorists.
- The proposed sign has a demonstrable community benefit; particularly that it potentially provides the opportunity for local businesses to advertise on modern structures using a medium, which is vital to informing the motoring public. In turn, these businesses generate employment and income for the Jimboomba Region generally.

It is considered that the proposed sign will greatly improve the visual amenity of the site, as it replaces four existing signs, and will provide an opportunity for local businesses to advertise their service or product to the large number of road users travelling along the Mt Lindesay Highway.

Attachment A: Proposed Views



Southbound View



Northbound View

Attachment B: Proposed Sign Positioning

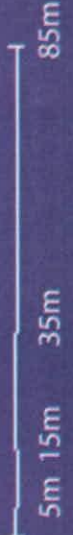


Site Plan

2-26 Anders St, (Mt Lindsay Hwy)
Jimboomba QLD 4280
28/03/2011



bishopp
OUTDOOR ADVERTISING



Attachment C:

Structural Details of New Signs

****Please Note:**

The supplied drawings are an example only. Full Engineers drawings of the sign will be created for the building approval process. The new drawings will be very similar to those supplied and only minor changes will be made, these may include;

- Position of Pylon within sign structure
- Width of Pylon (increase from 762mm OD to 900mm OD)
- Angle of sign faces from road alignment (reduction from 45^o)
- Footing design and layout

******* At request from council actual drawings of the proposed structure can be supplied.