

27 July 2026

Tonia Plail, A/Principal Planning Officer
City of Logan
Via email: development@logan.qld.gov.au

Dear Tonia,

Response to Information Request – 75–83 Mountain Ridge Road, South Maclean (Council Ref: OWADV/7/2026)

Urbis Ltd continue to act on behalf of *Frasers New Beith Pty Ltd* (**'the Applicant'**), in relation to the abovementioned development application. This correspondence constitutes the Applicant's response to the information request issued by Council on 8 May 2026 for the development application, in accordance with Section 13.2 (a) of the *Development Assessment Rules*.

This response is accompanied by the following supporting information:

- **Attachment A** – Amended Billboard Sign Plans, prepared by *Sunset Signs*
- **Attachment B** – Traffic Impact Assessment, prepared by *Urbis*
- **Attachment C** – Landscape Plan, prepared by *Urbis*

Each item from Council's information request letter has been outlined below (*in italics*) along with the respective comments and responses to each item.

Item 1.1 – Critical Concerns

Council officers have critical concerns that this application cannot comply with the Purpose of the Advertising device code for the following reasons:

- 1.1.1. *The proposed Off-premises sign is located within 500 metres of existing off-premises signs at the Mountain Ridge Road and Teviot Road intersection. The proposal does not comply with Acceptable outcome (AO)2.3.*
- 1.1.2. *The proposed Off-premises sign will cause visual clutter as there is already a number of existing freestanding signs within 1km. The proposed sign will contribute to visual clutter and does not comply with Performance outcome (PO)2.*
- 1.1.3. *The proposed Off-premises sign does not comply with Overall outcome 2(a)(i) within the Purpose of the code. The sign will not protect the visual amenity of the surrounding area as it is not compatible with the existing or intended character of the area and will provide a negative influence on the streetscape by way of visual clutter.*

Advice Note: AO2.3 of the Advertising device code is not prescriptive regarding the nature of 'existing' signage and therefore, Council officers have considered the proposal along with the existing signs in the area to be contributing to visual clutter.

Response

- 1.1.1. The existing signs are understood to be non-compliant signs which are not supported by any existing Council approvals. While the policy does not define existing signs, we understand that Council have taken enforcement action with respect to both signs and applications have subsequently been lodged to formalise the signs. As the signs do not currently benefit from any existing approval and given the recently lodged applications are not decided, the signs should not be afforded any 'existing' as of right status, and do not have 'approved' status. Therefore, at this time, the signs should not prejudice Council from considering the proposed sign on its merits.

There are no other signs within 500m of the proposed sign and the sign is located in close proximity to Round Mountain and the sales office, offering logical placement and promotion of the estate on a main road. This location is critical for the promotion of Round Mountain given the logical connection to Round Mountain and Mountain Ridge Road.

On consideration of the status of the unlawful signs and the proposed sign being more than 500m from any existing sign, the proposed sign is in accordance with Performance Outcome PO2.

- 1.1.2. There are a number of new residential communities along Mountain Ridge Road, including Round Mountain. As a result, the Mountain Ridge Road corridor is experiencing substantial changes in terms of visual character. Despite this, the extent of existing, approved signs is limited to the two (2) approved signs at 153-161 and 349-369 Mountain Ridge Road. The addition of the proposed sign is therefore considered appropriate given the context of this area being the gateway to the emerging Greater Flagstone PDA and all signs being appropriately setback from one another so as they are not all visible in the same viewshed.

The sign has been proposed of a size that allows for passing motorists to view the sign easily, while have regard to the desired rural residential character of this location. The sign has also been reduced to a single side to capture motorists travelling north on Teviot Road, only. As a result, the sign will not contribute to visual clutter through this area in accordance with Performance Outcome PO2 of the Advertising devices code.

- 1.1.3. The proposal sign is temporary in nature as is typical in a greenfield context and supports the delivery of new housing in a location that is designated for urban expansion in accordance with the Greater Flagstone Priority Development Area (PDA). While the immediate vicinity is characterised as rural residential, this area also functions as the gateway to the Greater Flagstone PDA and is undergoing significant changes. Limitations on signage in this area ultimately prejudices the outcomes sought under the Strategic Framework, which seeks development within the PDA and housing growth.

We also highlight that Teviot Road is a designated 'Principal Road' within Council's regional road network and will serve as the only direct access point to Round Mountain estate. Signage in this location is therefore critical to, and appropriate for, the promotion of land for sale within Round Mountain estate. As this intersection will support non-residential uses in future, noting the approved service station to the southwest, a sign in this location is an appropriate outcome in response to the transitioning built form and visual character.

We also highlight that Round Mountain estate does not currently benefit from any promotional signage within the area typical of a new residential estate. Given the connection between Round Mountain estate and Mountain Ridge Road being the primary site access, it is submitted that this location is a logical outcome that will support the estate and provide motorists with a critical visual connection on their journey. Round Mountain estate seeks to celebrate the visual amenity of the existing landscape throughout the estate. Existing promotional signage on Mount Lindsay Highway is provided below as an example of the intended signage face of the proposal to provide further context on the intended visual outcome for the proposed sign face, see **Figure 1** below.



Figure 1 Existing Round Mountain estate sign on Mount Lindsay Highway. Source: Frasers Property, 2026

Item 1.2 – Critical Concerns Cont.

The location of the proposed Advertising device cannot comply with the Purpose of the Advertising device code and Council officers are not supportive of an Off-premises sign of any size or in any location on this property. The proposed development does not comply with the Strategic framework of the Logan Planning Scheme 2015 v9.2 and Council officers do not consider there to be any Relevant Matters that warrant support of the proposal. Therefore, this application will be recommended for refusal.

It is recommended that this application is withdrawn.

Response

The sign supports the development of the Flagstone PDA in accordance with the overarching Strategic Framework of the Logan Planning Scheme, which seeks that PDAs are developed in accordance with the gazetted Development Scheme for that area. The proposed sign supports the development of the Round Mountain estate which currently incorporates two (2) approvals for residential development and subdivision, with a third application intended to be lodged this year. A sign in this location is critical to the promotion of the estate which will provide land for residential development in the PDA over a minimum 10-year pipeline.

Furthermore, the Strategic Framework incorporates specific outcomes for land characterised as Rural residential including that the character and amenity is 'compatible with residential activities'. The signage will promote house and land within the Round Mountain Estate, which aligns with the nominated 'residential activity' sought for this area. We also acknowledge that the area is not in the 'Cottage rural' precinct (per s.3.4.5.1. of the Strategic Framework) and therefore is intended to support residential over rural uses, which is consistent with the nature of the proposed sign and the existing use of the land.

Item 2.1. – Further Advice – General

Confirm the proposed sign is not located within 500m of the proposed sign at 153-161 Mountain Ridge Road, South Maclean (Council ref: OWADV/9/2026).

Response

The sign is located approximately 580m from the approved sign at 153-161 Mountain Ridge Road, see **Figure 2** below.



Figure 2 Setback from existing approved sign. Source: Nearmaps, 2026

Item 2.2. – Further Advice – General cont.

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

The sign in this location is of an overall size and height befitting of the road's hierarchy. The adjoining roads and intersection support higher levels of traffic, which is expected to continue to grow as the surrounding area develops. The area is already supporting transition away from rural residential uses, as indicated by the Operational Works approvals to upgrade and widen Mountain Ridge Road and the approved service station to the southwest of the proposed sign. This is expected to intensify in future noting that land to the southern side of Mountain Ridge Road and the west of this intersection is entirely within the Urban Footprint and adjacent to the Greater Flagstone PDA.

Performance outcome PO1 seeks that 'an advertising device is designed and located...to be compatible and visually integrate with the built form and streetscape'. The streetscape character of the area is acknowledged to be in a state of transition and during the nominated period the sign will be in place will ultimately significantly transition as urban development increases through the area. The proposal further complies with PO1 as it relates to the existing visual character, noting that the sign has been amended in design to:

- A maximum one (1) side to minimise the visual impact and maximise views to the existing treed backdrop of the streetscape.
- Provide landscaping to a maximum of 1m in height to screen the signs footings to further assist in integrate the sign into the landscape of the streetscape.

See **Figure 3** below which demonstrates the proposed amendments from the previously submitted plans, as nominated above.



Figure 3 Previously proposed sign and amended sign locations. Source: Sunset Signs, 2026

Item 2.3. – Further Advice – General Cont.

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 proposing signage application at 153-161 Mountain Ridge Road.

Advice Note: Council officers recommend shifting the advertising device further north of the site to ensure the directions of traffic are addressed or the sign is limited to one face only for traffic heading south-bound to avoid conflict with other signage heading east-bound.

Response

The proposed sign will not contribute to visual clutter, particularly having regard to the approved sign at 153-161 Mountain Ridge Road, as discussed above.

In addition, there are no signs within 1km of the proposed sign when travelling north or south on Teviot Road and only three (3) existing signs within 5km, which is appropriate given the extent of development occurring within this corridor.

We acknowledge Council officers' advice and have subsequently reduced the sign to a single face to capture traffic heading north on Teviot Road only, see **Figure 3** above and **Attachment A**.

Item 2.4 – Traffic Safety

Provide justification that the proposed location of the Off-premises sign complies with PO1 of the Advertising device code by providing a Traffic impact assessment which considers or evaluates, but not limited to, the following: The existing number of advertising devices in the vicinity of the proposal;

- 2.4.1. The crash history of this road;
- 2.4.2. The potential of the advertising device to adversely impact on a motorist's ability to discern the advertising device from existing traffic signals;
- 2.4.3. The potential for the sign to exacerbate driver distraction due to existing road conditions and the speed limit; and
- 2.4.4. The sight distances of the proposed sign.

Response

A review of the sign's location and potential impacts on motorists has been undertaken and is submitted, see **Attachment B**. It concludes that the sign is appropriate for this location noting that it is static and not illuminated.

Item 2.5. – Sign design

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

A landscape plan has been prepared to provide suitable landscaping to the footings of the sign, see **Attachment C**. The proposed landscaping is in keeping with the landscape character of the area and allows the sign to integrate with the landscape.

Item 2.6. – Sign design

Provide amended plans reducing the height of the sign to a maximum of 5 metres as per Table 9.4.1.3.2 in AO1.1 and AO2.1 of the Advertising device code.

Response

The amended signage plans have nominated the maximum height of the sign at 5m as requested, see **Attachment A**.

Item 2.7. – Site Location

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

Further advice:

The site is located in the Regional Landscape and Rural Production Area under ShapingSEQ 2023, therefore urban development intensification is not expected in this area.

Response

The sign does not contribute to urban development intensification in the area in which the sign is to be placed and solely relates to the development of land within the Greater Flagstone PDA. The sign is appropriate to promote land within the estate to support the development in accordance with the outcomes of ShapingSEQ 2023 and is critical to the promotion of the Round Mountain estate noting the connection Mountain Ridge Road provides.

The sign is temporary in nature and does not result in any intensification nor does it seek to permanently alter the land within the Landscape and Rural Production Area. The land to which the sign is proposed to be constructed on supports a single dwelling and does not contribute to any rural production related activities. As such, the proposed sign is generally consistent with the existing use of the land and does not prejudice the ongoing categorisation of the land as Regional Landscape and Rural Production Area.

Summary

This correspondence constitutes the total extent of our response to the information request made by Council in accordance with section 13.2 (a) of the *Development Assessment Rules*. We ask that Council progress the assessment of the application on that basis.

If you have any questions regarding the above or attached material, please do not hesitate to contact the undersigned, or Jessica Higgins (Senior Consultant) on (07) 3007 3893.

Yours sincerely,



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Attachment A – Proposed Signage Plans

Attachment B – Traffic Impact Assessment

Attachment C – Proposed Landscape Plan