



10 March 2026

The Assessment Manager

PO BOX 3226

Logan City, QLD 4114

Dear Sir/ Madam,

Development Application for a Development Permit for Operational Works for an Off-Premises Advertising Device At 75-83 Mountain Ridge Road, South Maclean 4280

Urbis Ltd has been engaged by *Frasers New Beith Pty Ltd* to prepare this development application for an Advertising Device (Off-Premises). In accordance with Sections 50 and 51 of the *Planning Act 2016* and on behalf of *Frasers New Beith Pty Ltd* (*the Applicant*), please find attached a development application for a development permit for Operational Works (Impact Assessment) for Advertising Devices over land at 75-83 Mountain Ridge Road, South Maclean, South Maclean QLD (Lot 71 on RPI39362).

The site includes an existing rural residential lot, containing a Dwelling House. The proposed signage will promote land sales for the approved Round Mountain residential development to the west of the site, within the Greater Flagstone Priority Development Area (PDA).

The proposed signage is a standard off-premises billboard that advertises residential development. Instead, all signage and landscaping elements are proposed within private property. We enclose the following information in support of the application:

- **Attachment A** – DA Form 1
- **Attachment B** – Proposed Plans of Development

Site and Proposal Details

Key Information	Proposal Details
Site Address	75-83 Mountain Ridge Road, South Maclean, South Maclean QLD
Real Property Description	Lot 71 on RP139362
Total site area	27,380m ²
Planning Scheme	<i>Logan City Council Planning Scheme 2015 (version 9.2 with TLPI No. 1/2024)</i>
Application Type	Development Permit for Operational Works
Proposed Development	Advertising Device
Category of Development	Assessable Development
Category of Assessment	Impact Assessment

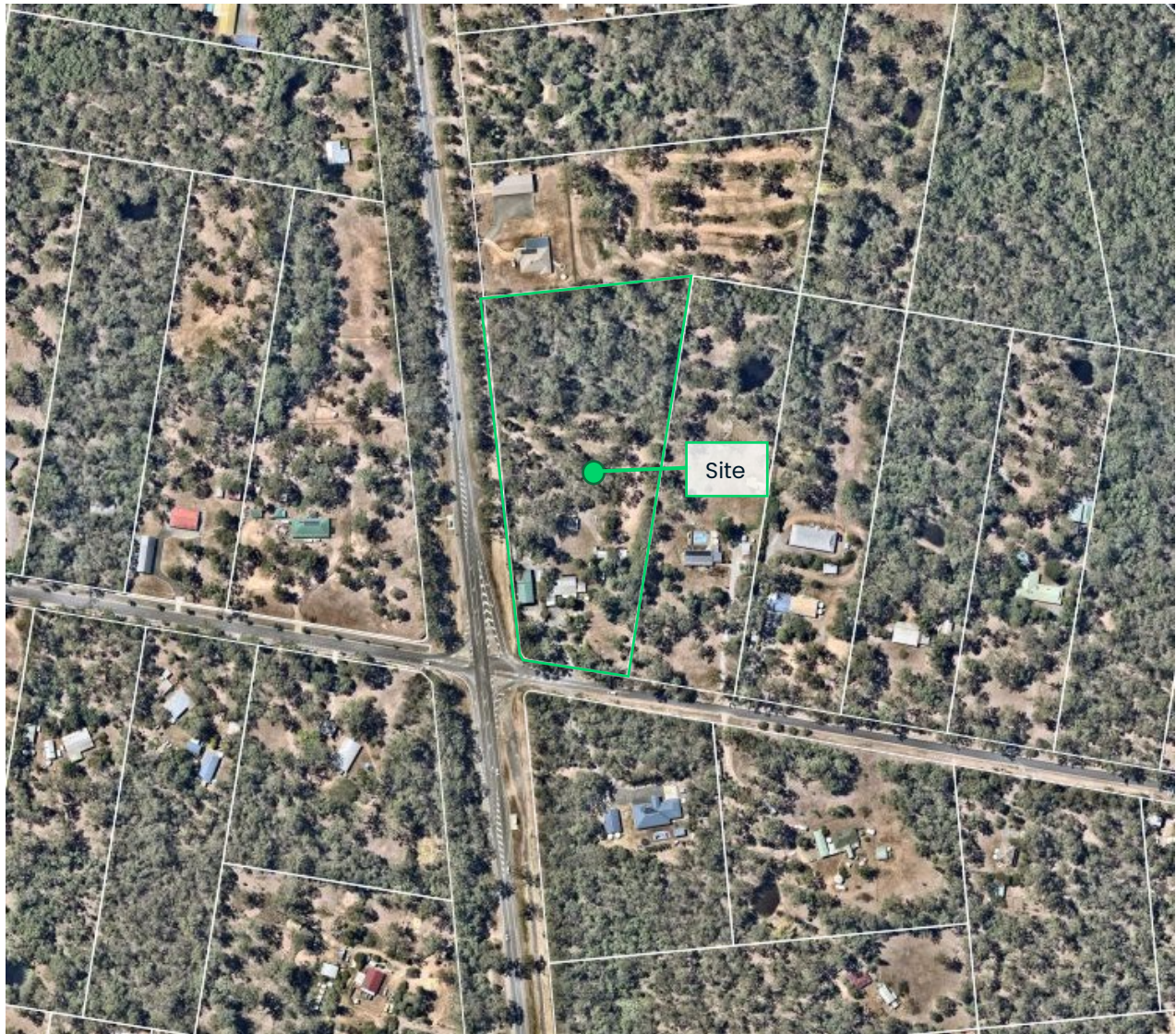
The Site

The site is an irregularly shaped corner lot, which has frontage to Teviot Road and Mountain Ridge Road. The site is currently improved by a dwelling house and ancillary structures.

The site is located within the Rural Residential zone at the western extent of the Logan Local Government Area (LGA). It is surrounded by Rural Residential zoned properties to the north, south and east. To the west, the site is located in proximity to the Round Mountain Estate within the Greater Flagstone Priority Development Area (PDA) (refer **Figure 1**).

The surrounding area is characterised by a mix of rural residential properties and emerging urban developments. The proximity to the Greater Flagstone PDA indicates potential for future growth and increased connectivity. The planned railway crossing on Mountain Ridge Road is expected to enhance accessibility and stimulate further development in the region.

Figure 1 – Site Aerial Image



Source: Nearmap

Proposed Operational Work – Advertising Devices

This development application seeks a Development Permit for Operational Work for an Advertising Device. The purpose of this Advertising Device is to advertise the Round Mountain estate within the Greater Flagstone PDA.

Should Council seek to impose a sunset clause as a Condition of approval, it is requested that this requires the removal of the signage after a period of 10 years or following the sale of the last lot within the Round Mountain Estate, whichever occurs first.

The proposed advertising device is illustrated in the attached Signage Drawings prepared by *Sunset Signs (Attachment B)*. Specifically, the proposed Advertising Device is an *Off-Premises, Free Standing* sign.

Advertising Device is defined by the *Logan Planning Scheme 2015*:

- a. "means a permanent sign, structure or other device used, or intended to be used, for advertising; and,

- b. includes a structure, or part of a building, the primary purpose of which is to support the sign, structure or device”.

A Free standing sign is defined as:

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

Note--Examples of a free standing sign:

- *A billboard sign being an advertising device the width of which is greater than the height and which may be positioned on the ground or mounted on one or many vertical supports;*
- *A ground sign being an advertising device which in effect sits on or rises out of the ground;*
- *A pole sign being an advertising device which may be positioned on the ground or mounted on one or more supports;*
- *A vertical banner free standing sign being an advertising device of non-rigid material normally fixed at the top and bottom to brackets extending from a freestanding pole.*

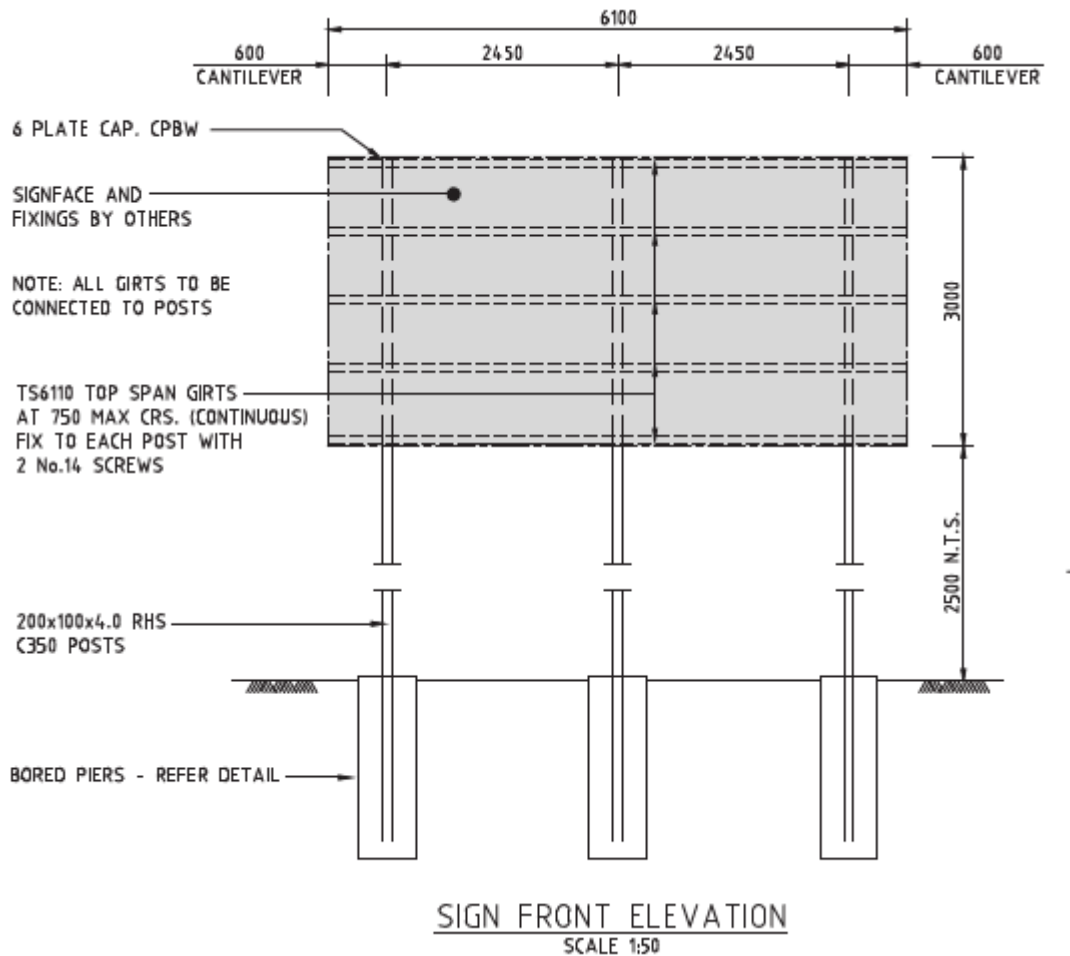
The proposed signage is best aligned with the “billboard” example provided for the Free Standing Sign definition and is illustrated in **Figure 2**.

Figure 2 – Proposed Advertising Device



Source: Sunset Signs, 2025

Figure 3 – Signage Dimensions



Source: Sunset Signs, 2025

Local Planning Assessment

Zoning

Under the *Logan City Plan 2015*, the site is within the Rural Residential zone. The purpose of the Rural Residential zone is to:

- a) *predominantly provide for Dwelling houses on larger lots;*
- b) *provide for development in a semi-rural, landscaped or bushland setting;*
- c) *protect rural residential amenity.*

The proposal does not impede the use of the site for rural residential purposes or detriment the rural nature of the area. Further, the development is not a permanent structure, as it is intended to be removed once its purpose is served (i.e. the advertising of house and land package within the nearby Round Mountain Estate).

Considering the above, the sign will not undermine current or future uses on the site for rural residential purposes.

It demonstrates that the sign is not overbearing and does not cause detriment the rural residential character of the area.

Category of Development and Assessment

The *Logan City Council Planning Scheme 2015* ('Planning Scheme') is the local categorising instrument that is used to assess the proposed Advertising Devices.

The Planning Scheme categorises the proposed development as **Impact Assessable**, as it is an Off Premises sign located in the Rural Residential zone.

Strategic Framework

The proposal is consistent with the strategic framework and contributes to the successful transition of nearby land in a Priority Development Area from non-urban land to urban purposes.

Further, the proposal itself is not a permanent structure, intended to be removed once its purpose is served. As such, it does not undermine current or future uses on the site.

Assessment Benchmarks

Table 5.8.1 of the Planning Scheme identifies the *Advertising Device Code* as the relevant assessment benchmark for Advertising Devices which are Impact Assessable.

Relevantly, **Figure 2** demonstrates, that while Off-premises signs are not anticipated within the Rural Residential zone, the proposed signage can be appropriately integrated into its surroundings.

An assessment against this code is provided in **Table 1** below.

Table 1 – Code Reponses – Advertising Devices Code

Performance Outcomes	Acceptable Outcomes	Response
<p>PO1</p> <p>An advertising device is designed and located:</p> <p>a. to be compatible and visually integrate with the built form and streetscape;</p> <p>b. to be safe for pedestrians, cyclists and vehicular traffic;</p> <p>c. to not cause a distraction to road users or light nuisance to residents.</p>	<p>AO1.1</p> <p>An advertising device is designed and located to comply with Table 9.4.1.3.2 – Standards for signs.</p>	<p>AO1.1 Complies—</p> <p>The proposed advertising device complies with the standards of a Free standing sign outlines in Table 9.4.1.3.2.</p>
	<p>AO1.2</p> <p>An off-premises sign complies with Table 9.4.1.3.3 – Maximum face area of off-premises advertising devices in all zones or precincts.</p>	<p>PO1 Complies—</p> <p>The proposed signage will contain a maximum face area of 18m² (on both faces) in lieu of the 0m² prescribed for the Rural Residential Zone. Therefore, an assessment against PO1 is required.</p> <p>The proposed advertising device is compatible with the surrounding built form and streetscape, despite exceeding the numerical standard for signage within the Rural Residential Zone. The signage will be positioned along the frontage of the site and designed as a standard billboard structure that is proportionate in scale and visually contained within the existing rural roadside environment. The sign will be supported by appropriate landscaping to soften its appearance and ensure it integrates with the surrounding rural residential character.</p> <p>The signage has been designed to ensure it does not adversely impact pedestrian, cyclist or vehicular safety. It will be located wholly within the subject site and positioned to maintain clear sightlines along the road corridor. The sign does not incorporate moving elements, flashing lights or digital displays, ensuring it does not interfere with road visibility or traffic operations.</p>

Performance Outcomes	Acceptable Outcomes	Response
		<p>Furthermore, the advertising device will not create distraction to road users or light nuisance to nearby residents. The signage will be static in nature and will not incorporate illumination or other visual effects that could draw undue attention or cause glare. As such, the proposal maintains a safe and appropriate visual presence within the road environment.</p> <p>On this basis, the proposed signage is considered to comply with the intent of POI.</p>
	<p>AO1.3 (Not Applicable)</p> <p>An on-premises freestanding sign complies with Table 9.4.1.3.4 – Maximum face area for an on-premises freestanding sign.</p>	<p>Not Applicable.</p> <p>The sign is not an on-premises sign.</p>
	<p>AO1.4</p> <p>An advertising device:</p> <ol style="list-style-type: none"> a) is not animated and does not rotate or flash; b) that is illuminated or contains an electronic display: <ol style="list-style-type: none"> i. does not contain scrolling, moving images or moving text; ii. does not obscure traffic signals, directional, regulatory or advisory road signage; iii. is not located to create an obstruction to a road user's clear line of vision to other road users; iv. is not located within 50 metres of: <ul style="list-style-type: none"> • a school zone; • an intersection; • an unsignalised pedestrian crossing; • a roundabout; v. displays a message for a minimum display dwell time of 30 seconds; vi. ensures message changes are instantaneous (within 0.5 seconds); 	<p>AO1.4 Complies—</p> <p>The proposed sign is static, non-illuminated and does not contain an electronic display, and its location does not create an obstruction to lines of sight to road users.</p>

Performance Outcomes	Acceptable Outcomes	Response
	vii. has luminous levels consistent with Table 9.4.1.3.5 – Luminance levels.	
<p>PO2</p> <p>An advertising device does not create visual clutter.</p>	<p>AO2.1</p> <p>An advertising device is designed and located to comply with Table 9.4.1.3.2 – Standards for signs.</p>	<p>AO2.1 Complies—</p> <p>The proposed advertising device complies with the standards of a Free standing sign outlines in Table 9.4.1.3.2.</p>
	<p>AO2.2 (Not Applicable)</p> <p>No more than two free standing advertising devices are erected per 100 metre road frontage of a premises:</p> <ul style="list-style-type: none"> a) where in: <ul style="list-style-type: none"> i. the Centre zone, other than in the Neighbourhood centre precinct; ii. the Low impact industry zone; iii. the Medium impact industry zone; iv. the Mixed use zone; v. the Specialised centre zone; b) with a separation distance of at least 60 metres from another freestanding sign on the same road frontage, or 200 metres if either sign has an electronic component. 	<p>Not Applicable</p> <p>Only 1 freestanding sign is proposed at the site and no sign is located within 60m of the proposed (and previously approved) location.</p>
	<p>AO2.3</p> <p>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:</p> <ul style="list-style-type: none"> a) the Community facilities zone; b) the Emerging community zone; c) the Environmental management and conservation zone; d) the Recreation and open space zone; e) land in a residential zone category; f) the Rural zone; g) the Rural residential zone. 	<p>AO2.3 Complies—</p> <p>A review of the surrounding area has been undertaken to identify any existing or approved off-premises advertising devices within the relevant separation distance. Based on a review of Council’s Planning and Development Online (PD Hub), no approvals for off-premises advertising devices were identified within 500 metres of the subject site, nor within the relevant five-kilometre corridor in the same direction of travel.</p> <p>It is noted that current imagery and historical Google Street/aerial imagery shows the presence of billboard structures within the broader locality. However, no</p>

Performance Outcomes	Acceptable Outcomes	Response
		<p>corresponding development approvals or records of these signs were identified on Council's PD Hub. As such, it cannot be confirmed whether these signs are illegal or approved, remain operational, or have since been removed.</p> <p>Based on the available Council records, the proposed signage is not located within 500 metres of another existing or approved off-premises sign and therefore satisfies the intent of the acceptable outcome relating to the separation and clustering of off-premises advertising devices.</p>
	<p>AO2.4 An advertising device does not include bunting.</p>	<p>AO2.4 Complies— The proposal does not include bunting.</p>
<p>PO3 The view of a building entrance or an existing advertising device from a road is not obscured by a new off-premises sign.</p>	<p>AO3 No acceptable outcome provided.</p>	<p>PO3 Complies— The sign location does not obscure the view of a building entrance or existing advertising device.</p> <p>Further to this, the proposed signage is offset from the boundary and will not create any traffic concerns.</p>

Summary

This development application is made pursuant to the Logan City Council Planning Scheme 2015 and seeks approval for a Development Permit for Operational Works for one (1) Off-Premises Advertising Device (Free Standing Sign) at 75-83 Mountain Ridge Road, South Maclean, South Maclean QLD (Lot 71 on RPI39362).

The proposed advertising device is intended to promote the Round Mountain residential estate located to the west of the site within the Greater Flagstone Priority Development Area (PDA). The sign is a static, non-illuminated free-standing billboard that will be located within private property and accompanied by landscaping treatments.

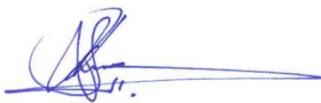
While off-premises signage is not typically anticipated within the Rural Residential zone, the proposal has been designed to integrate with the surrounding context and minimise visual and amenity impacts. The sign will not interfere with the existing use of the site and will be temporary in nature, with removal proposed following the sale of the final lot within the Round Mountain Estate or after a maximum period of ten years, whichever occurs first.

An assessment against the relevant Advertising Devices Code demonstrates that the proposed signage can be appropriately accommodated on the site without adverse impacts on visual amenity, road safety, or surrounding land uses.

Having regard to the assessment contained within this application, the proposal is considered to represent an appropriate planning outcome and it is respectfully requested that the application be approved.

If you have any questions, please do not hesitate to contact the undersigned or Nicholas Kelly on (07) 3007 3800.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "D. Leong", with a long horizontal line extending to the right.

Desmond Leong
Associate Director

dleong@urbis.com.au

Attachment A – DA Form 1

Attachment B – Proposed Plans of Development