

21 July 2026

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

Dear Tonia,

Response to Information Request – 99-123 Pennine Drive, South Maclean (Council Ref: OWADV/8/2026)

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** – 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 will cause visual clutter as there is already a number of existing freestanding signs within approximately 1km of the site. The proposed sign will contribute to visual clutter and does not comply with Performance outcome (PO)2.*
- 1.1.2. *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 proposed sign will not contribute to visual clutter in the area as there is only one other existing sign within 1km of the proposed sign. The existing sign relates to the proposed sign and is located on

the land sales centre site at 347-369 Mountain Ridge Road to the west. This is an approved off-premises sign and is more than 500m from the proposed sign in accordance with the requirement at AO2.3.

As the signs relate to one another and the proposed sign is intended to provide wayfinding for motorists to the land sales centre, the signs provide a cohesive signage strategy in this location to support the Round Mountain residential development. Their cohesion and the lack of any other signage in the immediate vicinity ensures that the proposed sign does not result in visual clutter in accordance with Performance Objective PO2 of the Advertising devices code.

- 1.1.2. The amenity of the surrounding area has been sought to be protected per s9.4.1.2.1.a of the Logan Planning Scheme through the design and placement of the sign to minimise its presence within the streetscape, while still facilitating development in accordance with the Greater Flagstone PDA.

The sign has been proposed of a size that allows for passing motorists to view the sign easily, while also being consistent with the rural residential context of this location. Following conversations with Council officers, it was advised that Council's officers could provide in principal support to the proposed sign given its wayfinding purpose. Per Council's advice, the sign has also been relocated to a more central location along the site's frontage so that it does not visually dominate the streetscape and now sits within the landscaping and trees along the site's frontage.

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

Following further discussions with Council officers and agreement regarding the purpose of the sign, the sign has been relocated to the centre of the site in accordance with **Appendix A**. In principal approval was provided by Council officers, noting that the sign can comply with the purpose of the Advertising device code as:

- The sign is set back from the neighbouring property to reduce any potential amenity impact on surrounding residents. While the sign is not directly related to the character of the area, the impact of the sign has been reduced through its placement on site so that it is not immediately visible from adjoining properties. The sign has subsequently been setback approximately 40m from the previous location, resulting in an approximately 75m setback from the adjoining dwelling to the east.

- Landscaping to a height of 1m can be provided to the footings of the sign to integrate the sign into the landscape and contribute to the character of the area. The submitted Landscape Plans (**Attachment B**) identify a total area of 19m² landscaping, consisting of 57 plants that will screen the sign footings and contribute to the landscape character, complimenting the existing trees in the immediate vicinity of the sign.
- The sign is required for wayfinding noting that mapping systems provide directions to the sales office via Pennine Drive if the direction of travel is from the north. Given the rural residential context of the area, it is considered important that the sign is provided to act as wayfinding within Pennine Drive for assurance regarding direction of travel. As those travelling to the site will not be familiar with the roads, it is necessary that wayfinding markers are provided along the routes to facilitate and maintain the safety of the road network through this area in accordance with the purpose of the Advertising devices code at 9.4.1.2.1.b. of the Logan Planning Scheme.

See screenshot below confirming directions to the site from Urbis Brisbane's office on George Street, which is due northeast of South Maclean.

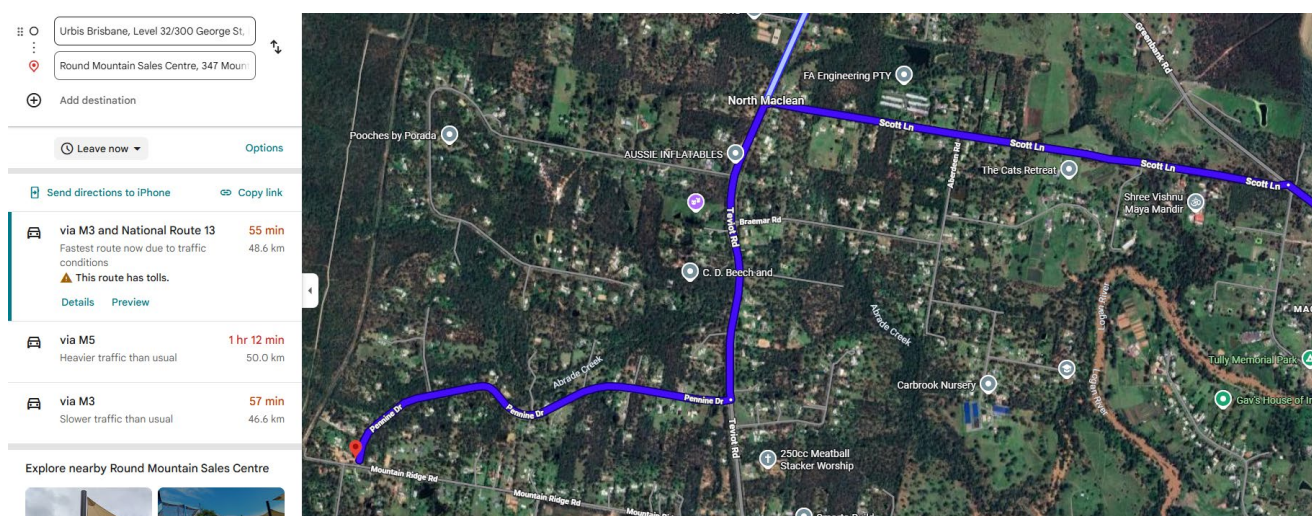


Figure 1 Directions to the Round Mountain Sales Office. Source: GoogleMaps, 2026

Item 1.3. – Further Advice

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

As noted above, the sign is required for wayfinding to the Round Mountain Sales Centre at 347 Mountain Ridge Road. 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 Priority Development Area. The sign is appropriate to provide wayfinding for motorists travelling to the site and to minimise any potential for distraction or impacts on drivers. 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. As such, the proposed sign is 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.

Item 1.4. – Further Advice Cont.

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 approved sign at 153-161 Mountain Ridge Road is not within a 500m radius of the subject site, see confirmation below. On ground the properties are more than 2km apart and not within the same direction of travel in accordance with the Acceptable outcomes AO2.3 of the Advertising devices code.



Figure 2 500m radius from the subject site and proposed sign. Source: Nearmap, 2026

Item 1.5. – Further Advice 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.

Advice Note: Council officers consider there is less need for a sign in this location and there is more disturbance to the character of the area considering Pennine Drive is a Rural access road as opposed to a Rural collector or arterial road and therefore less expected traffic.

Response

The sign in this location is of an overall size and height befitting of the road's hierarchy. It is maintained that the sign in this location is appropriate to provide wayfinding for vehicles travelling from the north to the site. Despite the advice note above, Council officers have subsequently provided in principal support for the sign in this location subject to it being further setback from the adjoining property.

The sign has therefore been positioned central to the site's frontage within the treed setback to minimise visual impacts from adjoining properties. In addition, landscaping to the base of the sign is proposed to further compliment the landscape character of the area.

Item 1.6. – 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;

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

Response

The sign is located on a local road that supports minimal traffic. IN addition, the sign is appropriately sized and located to minimise distraction to passing traffic and rather serve as a wayfinding sign for motorists travelling west to the sales office. For these reasons, the sign will not adversely affect the safe function and operation of Pennine Drive, in accordance with the purpose and overall outcomes at s.9.4.1.2.2.a.ii. of the Advertising Device Code.

Item 1.7. – 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 B**.

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,

A handwritten signature in black ink, appearing to read "Kris Krpan".

Kris Krpan
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Attachment A – Amended Signage Plans

Attachment B – Landscape Plans