



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 99-123 Pennine Drive, 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 99-123 Pennine Drive, South Maclean, South Maclean QLD (Lot 68 on RP135470).

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	99-123 Pennine Drive, South Maclean, QLD 4280
Real Property Description	Lot 68 on RP135470
Total site area	20,630m 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 lot, which has frontage to Pennine Drive. Vehicular access to the site is currently provided via Pennine Drive. 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.*

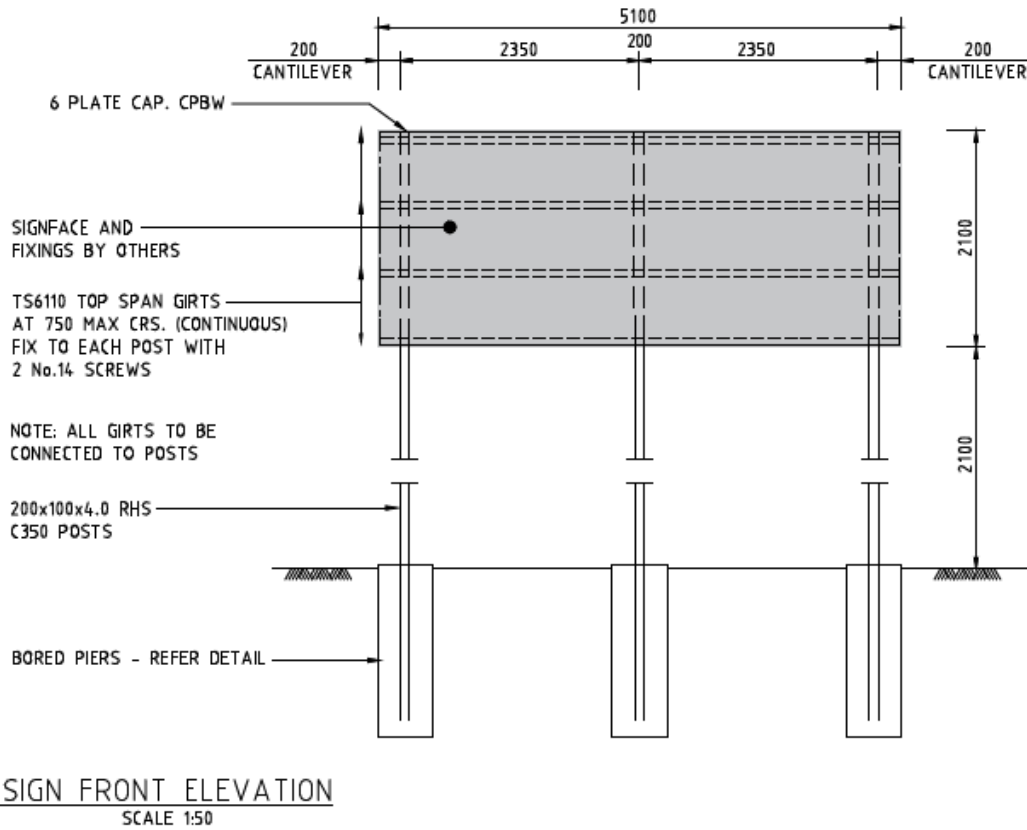
The proposed signage is best aligned with the “billboard” example provided for the Free Standing Sign definition and is illustrated in **Figure 2**.

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.

The proposed Advertising Device complies with the relevant requirements outlined in the Advertising Device Code, as it did when it was originally approved.

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.

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 99–123 Pennine Drive, South Maclean QLD (Lot 68 on RP135470).

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.

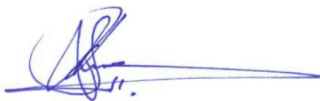
While off-premises signage is not typically anticipated within the Rural Residential zone, the proposal has been designed to integrate with the surrounding context and minimise visual and amenity impacts. The sign will not interfere with the existing use of the site and will be temporary in nature, with 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

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