

15 May 2025

Council Ref: OWADV/9/2025

Logan City Council
 PO Box 3226
 LOGAN CITY DC QLD 4114


Attention: Davor Stankovic

Dear Davor,

RE: RESPONSE TO AN INFORMATION REQUEST FOR THE PROPOSED ADVERTISING DEVICE – OFF-PREMISES SIGN (OWADV/9/2025) ON LAND AT 2-12 HOMESTEAD DRIVE, FLAGSTONE BEING LOT 1 RP 848031

On behalf of the Applicant, Celestino Developments Pty Ltd and in accordance with Section 13 of the Development Assessment Rules, please find outlined below a full response to Council’s Information Request dated 16 April 2025.

To assist Council with its further assessment of this proposal, we provide detailed response to the each of the issues in the table below.

INFORMATION REQUESTED	APPLICANT’S RESPONSE
PLANNING	
<p>Sign Relocation</p> <p>1.1 Provide an amended site plan that relocates the proposed sign to the location of the existing sign.</p> <p><i>Advice Note: Acceptable Outcome AO1.2 of the Advertising device code does not contemplate an off-premises advertising device in the Rural residential zone. The 6m x 3m Advertising device results in a face area of 18m2 which is of critical concern to Council officers. Council officers consider that the bulk and siting of the sign in its proposed location will not be compatible and visually integrate with the built form and streetscape as required by the corresponding Performance Outcome PO1.b. of the code. Furthermore, Council officers do not consider that the siting of the proposed sign in this location would not protect the visual amenity of the surrounding area, therefore the development does not achieve the purpose of the Advertising device code as per overall outcome 9.4.1.2.(a)(i). It</i></p>	<p>Applicant’s Response:</p> <p>Please see the attached amended Site Plan which indicates the proposed location of the sign with regards to the future road widening required to accommodate the planned intersection upgrades for Homestead / Teviot / Glynton Road. The location of the sign in relation to Logan City Council’s preliminary intersection upgrade design is shown as a star in the figure below.</p> <p>As the existing sign is required to be removed as part of the intersection upgrade works, the new sign cannot be located in this current position.</p>  <p>It is acknowledged that Acceptable Outcome AO1.2 of the Advertising device code does not intend for an off-premises advertising device in the Rural residential zone. However, the proposed sign will replace a similarly</p>



<p><i>is noted that there does not appear to be any constraints limiting the siting of the proposed sign to replace the existing sign. As such, the current siting of the proposed sign is not supported by Council officers.</i></p>	<p>sized existing sign on the site and achieves compliance with Performance Outcome PO1 of the Advertising device code as per the following:</p> <ol style="list-style-type: none"> The site is replacing the existing advertising device and will be compatible with and visually integrate with the existing built form, streetscape and amenity of the locality. As the sign does not encroach into the existing or future road reserve, it will not impact on the safe movement of pedestrians, cyclists and vehicular traffic. The advertising device will not be illuminated and will not cause a distraction to road users or light nuisance to residents.
<p><i>1.2 Provide an amended site plan identifying the existing structures and vegetation on site.</i></p> <p><i>Advice note: The amended plans should include the following:</i></p> <ul style="list-style-type: none"> <i>- The existing Dwelling House and domestic outbuildings, including measurements showing the distance from the proposed advertising device.</i> <i>- Existing vegetation in respect to the advertising device.</i> <p><i>Proposed vegetation to be planted to assist in visually integrating the sign with the existing rural residential location.</i></p>	<p>Applicant's Response:</p> <p>The updated site plan shows the location of the proposed advertising device in relation to existing vegetation. The distance between the proposed advertising device the nearest trees is a minimum of 7.5 metres away. The distance to the existing house and domestic outbuilding is not shown on the plan but is calculated at approximately 55 metres.</p> <p>No new vegetation is proposed to be planted as part of this application. It is considered that there is sufficient vegetation to be retained onsite which will assist in the sign visually integrating within the existing rural residential location.</p>
<p>Sign Height</p> <p><i>1.3 Provide amended plans reducing the height of the sign to 5 metres to comply with AO1.1 Table 9.4.1.3.2 of the Advertising device code.</i></p> <p><i>Advice note: The proposed sign is 5.4 metres in height. Council officers do not consider the proposed height to compatible or visually integrated with the site's streetscape under AO1.1 / PO1 of the Advertising device code. Therefore, amended plans are required reducing the height to a maximum of 5 metres.</i></p> <p><i>Furthermore, Council officers consider that the design and siting of the proposed sign in this location would not protect the</i></p>	<p>Applicant's Response:</p> <p>The height of the sign has been reduced to 5 metres above ground, in order to comply with AO1.1 Table 9.4.1.3.2 of the Advertising device code. As shown in the attached updated sign plan, the sign will have a clearance of 2m above ground to achieve the maximum height of 5m.</p>



<p><i>visual amenity of the surrounding area, therefore the development does not achieve the purpose of the Advertising device code as per overall outcome 9.4.1.2.(a)(a)(i).</i></p> <p><i>For these reasons, the proposed design is not supported in its current form. Please provide amended plans reducing the height to demonstrate compliance with AO1 of the Advertising Device Code.</i></p>	
<p>Sign Image</p> <p><i>1.4 Provide plans that clearly illustrate the intended sign to be advertised, including its design and content, that will be placed on the sign structure.</i></p> <p><i>Advice note: To assist Council officers in completing assessment against the Advertising Device code, a plan demonstrating the intended advertising signage is required.</i></p>	<p>Applicant's Response: At this point in time the content of the proposed sign has not been prepared. However, we note that advertising device will advertise Celestino's Riverbend Master Planned Community located immediately to the southeast of the location.</p>
<p>Expected Timing</p> <p><i>1.5 Provide the proposed amount of time that the sign is anticipated to be on the site.</i></p>	<p>Applicant's Response: The sign will be constructed within 2 years and will be retained on site throughout the delivery of the Riverbend Master Planned Community.</p>

In accordance with Section 13.2 of the Development Assessment Rules, we wish to advise that we are providing all of the information requested.

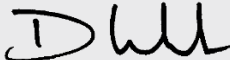
I trust that the information contained in the original development application package and attached to this response sufficiently address Council's Information Request and will enable finalisation of lodgement. If you have any questions or required anything further, please contact me on 07 3220 0288.

Yours sincerely,

Paul Hanly
Principal Planner
PSA Consulting (Australia) Pty Ltd

VERSION	DATE	DETAILS	AUTHOR	AUTHORISATION
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V1	15 May 2025	FINAL	Paul Hanly	 David Ireland
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