

Our ref: 11565

Level 8, 31 Duncan Street
Fortitude Valley QLD 4006
T +61 7 3539 9500

Date: 29 May 2026

Attn: Reagan Brady
Logan City Council
PO Box 3226
Logan City DC QLD 4114

Dear Reagan,

Information Request Response (pursuant to Section 13.2 and 13.3 of the *Development Assessment Rules*)

**153-161 Mountain Ridge Road, South Maclean QLD 4280 (Lot 13 on RP143361)
Council Ref: OWADV/9/2026**

We refer to Council's information request, dated 28th April 2026, regarding the development application for an advertising device over the abovementioned site.

In accordance with Sections 13.2 and 13.3 of the *Development Assessment Rules*, we confirm that this letter and attachments constitute our **full** response to Council's information request. Accordingly, we request that Council proceed with assessment of this development application.

This letter further details our response to the information request.

Information Request Response

1 General

- 1.1.** Confirm the proposed sign is not located within 500m of the proposed signs at 75 Mountain Ridge Road South Maclean (Council ref: OWADV/7/2026) and 99-123 Pennine Drive South Maclean (Council ref: OWADV/8/2026).

Response

We confirm the proposed sign is not located within 500m of the two proposed (2) signs (by others) referenced in item 1.1, as follows:

- 99-12 Pennine Drive: approximately 2.4km on-ground route.
- 75-83 Mountain Ridge Road: approximately 580m on-ground route.

It is also noted that development applications OWADV/7/2026 and OWADV/8/2026 are both within assessment phases and yet to be decided. We request that Council proceed with the assessment of this proposed sign by PEET, given the uncertainty surrounding the outcome of the signs proposed by others.

Refer to **Figure 1**.

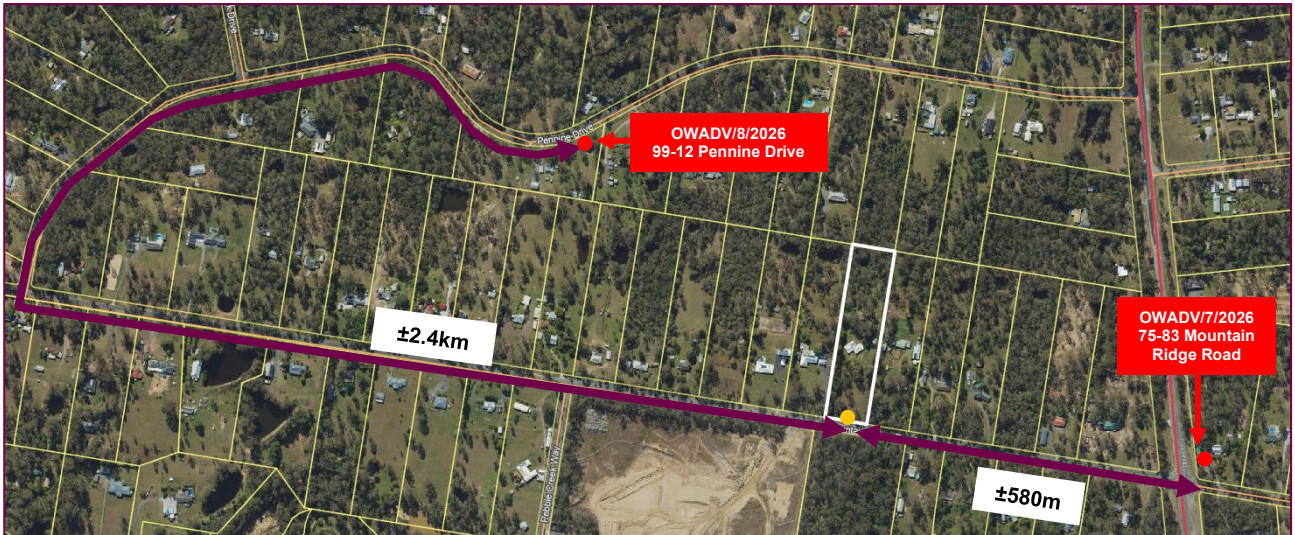


Figure 1 – Proximity to Proposed Signs

- 1.2. 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; and
- 1.3. 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 proposed signage application at 75 Mountain Ridge Road South Maclean.

Advice Note: Council officers recommend reducing the face area of the sign or removing one of the signs, so the Advertising device is single sided and limited to one direction of traffic heading west bound.

Response

As advised by Council in the Advice Notice, and in response to items 1.2 and 1.3 of this information request, we seek to amend the proposal from two (2) display faces facing both directions of traffic, to only **one (1) display face facing westbound traffic** travelling toward Greater Flagstone PDA. This change is made to reduce the magnitude of change within the streetscape, and control visual clutter with regard to proposed advertising devices further east of the subject site (Teviot Road intersection). These matters are further addressed below.

This development application now seeks:

- **Development Permit for Operational Works** for Advertising Device (Off Premises Sign x 1)

Refer to **Attachment A** for updated proposal plans and **Attachment B** for an updated landscape concept plan.

Integration within the streetscape

Importantly, the eastbound display face has been removed to address Council's concerns regarding the streetscape and proliferation. The proposed landscaping treatment intends to screen the support structure, while existing fencing and vegetation along the site frontage will be retained.

With regard to the existing streetscape, we note:

- Only one sign face is proposed with the intent to reduce localised magnitude of change to the site and immediate streetscape environment.
- The sign does not interfere with private driveways, sight accessibility and movements of people accessing their homes from Mountain Ridge Road.
- Complementary landscaping is proposed to reinforce the semi-bushland character of properties along Mountain Ridge Road. The sign does not require any clearing of native vegetation and will not materially alter the existing vegetation pattern that contributes to the streetscape character of the area.
- Given its limited height at 5m, roadside setting, and landscaping treatment, the sign is compatible with the human-scale visual experience of the road environment and will not undermine the rural residential character of the locality.

Our ref: 11565

- Built form (dwelling houses and outbuildings) are located >50m from Mountain Ridge Road frontage. The sign does not encroach private use areas nor obstruct views to or from a home for amenity or safety purposes.

Freestanding signs are present on similar regional roads in Logan and as such, the proposed sign is considered suitable within the existing environment. We also note the sign is temporary in nature (for the duration of Peet’s land sales) and does not seek to be a permanent feature of the road corridor or character of South Maclean.

Creation of no additional visual clutter

The proposal is mostly compliant with acceptable outcomes under PO2. Where the proposal is non-compliant with AO2.3, the performance outcome is met. Refer to **Table 1**.

Table 1: Response to Advertising Devices Code (PO2)

Performance outcome	Acceptable outcome	Response
PO2 An advertising device does not create visual clutter.	AO2.1 An advertising device is designed and located to comply with Table 9.4.1.3.2 - Standards for signs.	Complies with Acceptable Outcome Pursuant to Table 9.4.1.3.2, the proposed sign: <ul style="list-style-type: none"> • Has a maximum height 5m or less from natural ground. • Has no applicable under clearance as the sign is wholly on private property with no access required underneath the billboard. • Is not located within 3m of a site in the Centre zone. • Is not related to tenancies.
	AO2.2 No more than two free standing advertising devices are erected per 100 metre road frontage of a premises: <ol style="list-style-type: none"> where in: <ol style="list-style-type: none"> the Centre zone, other than in the Neighbourhood centre precinct; the Low impact industry zone; the Medium impact industry zone; the Mixed use zone; the Specialised centre zone; 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. 	Not Applicable Site is within the Rural Residential zone.
	AO2.3 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: <ol style="list-style-type: none"> the Community facilities zone; the Emerging community zone; the Environmental management and conservation zone; the Recreation and open space zone; land in a residential zone category; the Rural zone; the Rural residential zone. 	Complies with Performance Outcome In partial compliance with the Acceptable Outcome, the proposed sign is not located within 500m of another existing or approved off-premises sign. refer to the response to item 1.1 of this information request. It is acknowledged more than three off-premises signs are located in the same or similar direction of travel, however it is noted the ‘same direction of travel’ is difficult to quantify in this location noting Teviot Road is a core defining major corridor running north-south and effectively splitting north Maclean and South Maclean in two halves. Notwithstanding this, we note the proposed sign does not create visual clutter, as follows: <ul style="list-style-type: none"> • The proposed location along Mountain Ridge Road seeks to avoid further saturation of signage at the eastern intersection with Teviot Road (or other intersections).

- The proposal has been adjusted to now propose only one sign face to reduce visual clutter localised to the site and immediate streetscape.
- Motorists cannot see any other forms of advertising in the same viewshed as the proposed sign.
- The billboard is positioned and angled to complement, rather than intensify, the existing pattern of signage exposure for motorists.
- At present, two billboards are located at the Teviot Road intersection. One is oriented primarily to northbound traffic, meaning motorists turning left onto Mountain Ridge Road would become exposed to two signs in this direction of travel. The other is oriented primarily to southbound traffic, meaning motorists turning right onto Mountain Ridge Road would become exposed to two signs. These existing billboards are located at a separate intersection and are owned and operated by another developer within the Greater Flagstone area. The proposed billboard is located more than 500 metres from those signs and would not result in a concentrated cluster of competing signage or materially increase visual clutter within the same immediate viewshed.
- We also emphasise the existing site context, noting that the other proposed advertising structures in the area remain subject to separate assessment and approval. In saying this, Council is required to consider the proposal on its merits and having regard to the potential cumulative signage environment in the locality. However, the proposed billboard does not create a new area of visual saturation, as motorists are already exposed to advertising in the same general direction of travel and the proposal is sufficiently separated from the existing signs to avoid an overconcentration of built signage at any one point in the road network.

Advertising of land sales proximate to the PDA is critical to the delivery of homes and communication of key messaging by developers. The 5km rule is a generalised prescribed requirement for Rural Residential Areas and does not accurately reflect the transitioning nature of the area, which immediately adjoins the PDA and Urban Footprint land, and is undergoing major transformative growth for urban development.

AO2.4

An advertising device does not include bunting.

Complies with Acceptable Outcome

No bunting is proposed.

Site Location

1.4. 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 subject site is located in the Regional Landscape and Rural Production Area (RLRPA) land use category under the Regional Plan. The site is diagonally opposite from land in the Urban Footprint land use category, and the Greater Flagstone Priority Development Area (PDA). Refer to **Figure 2**.

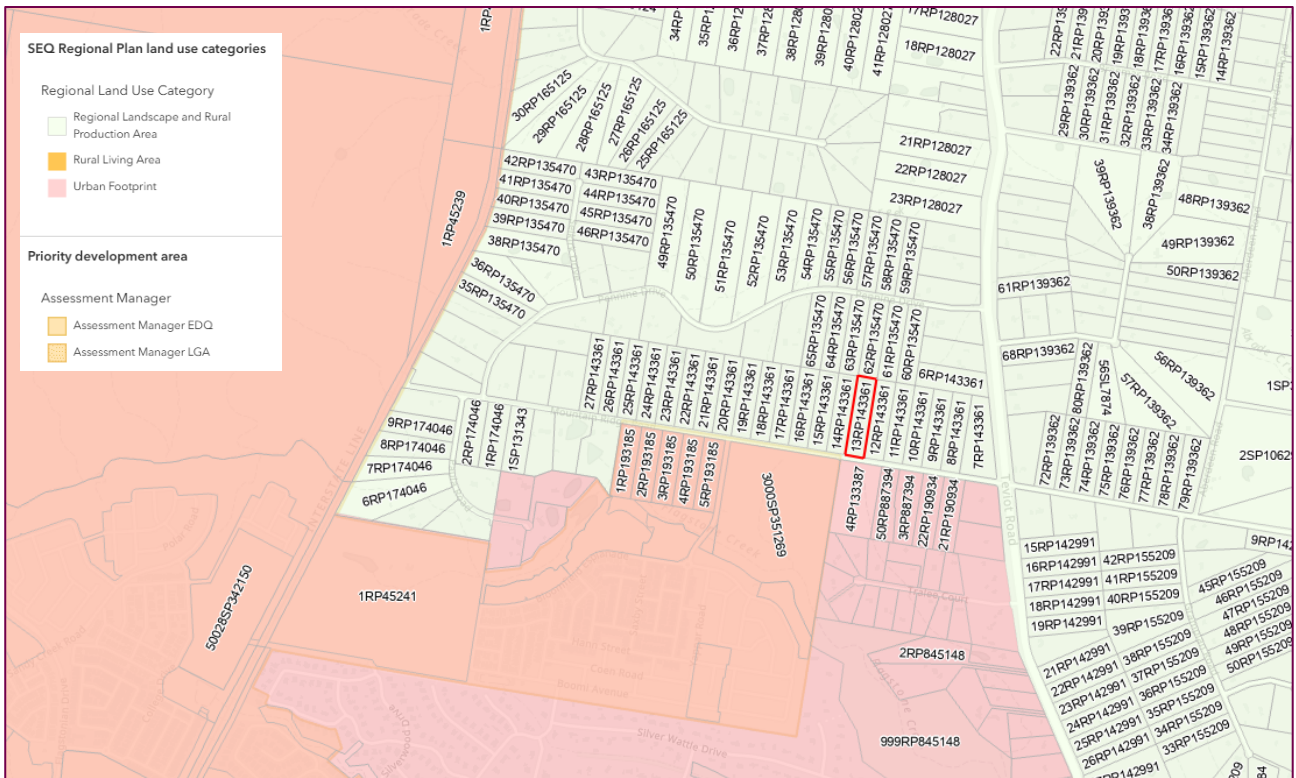


Figure 2 – Regional Plan and Priority Development Area

Source: Development Assessment Mapping System, 2026

Thought the site is within the RLRPA, the streetscape is a shared environment of both RLRPA and Urban Footprint. As per the Regional Plan, the RLRPA includes peri-urban activities, and some parts of the RLRPA may be needed for further urban growth. As further detailed in the lodged Planning Report, both the site and locality are located in a rural residential area undergoing a transition due to substantial greenfield supply being delivered within the Flagstone PDA. Advertising for land sales is a critical component of housing delivery and growth of residential estates within these areas bordering Flagstone (such as South Maclean) in proximity to the development fronts and ensure visibility of these projects to the public.

The proposed sign is temporary in nature and does not propose a change in use of the land, or a permanent or irreversible structure on land in the RLRPA. The proposed sign is **consistent with** the existing nature of the subject site with respect to its land use designation.

Additionally, the development footprint of the proposed sign does not require interference with, or proximate to, any natural assets or land of significant ecological value. The sign is proposed in private land that is already vacant of natural vegetation, and is landscaped associated with the pre-existing domestic use of the subject site. The proposed sign **does not conflict** with the purpose, intent and function of the RLRPA.

In particular, this site is an appropriate and logical location for signage because it is situated on the road frontage to the eastern leg of the Greater Flagstone PDA and is positioned along a key future connector road servicing the broader PDA from Teviot Road. Mountain Ridge Road functions as an important through-route between Teviot Road and Greater Flagstone further west, comparable in role to Homestead Drive further south, and therefore carries a meaningful level of passing traffic and arrival activity. In this context, the proposal supports clear wayfinding and the orderly distribution of estate identification signage within Greater Flagstone, rather than concentrating signage at a limited number of intersections.

The proposal also supports the orderly management of signage across the locality by helping to redistribute signage away from intersections that are already visually saturated by approved and proposed billboards. By placing signage in a location that is visible to passing traffic and integrated with the established road network, the proposal contributes to clearer navigation, improved legibility, and a more balanced signage outcome across the precinct.

Our ref: 11565

We look forward to continuing working with you on this development. In the meantime, if you have any queries please contact the writer (contact details below) or Joanne Cousins on +61 402 100 662.

Yours sincerely,
for RPS AAP Consulting Pty Ltd



Emma Gurney

Senior Planner

emma.gurney@rpsconsulting.com

+61 7 3539 9692

cc: Peet Limited