

MOUNTAIN RIDGE ROAD – ADVERTISING DEVICE

Town Planning Report



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1
6 March 2026

REPORT

Document status

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6 March 2026

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Contents

SUMMARY	1
1 INTRODUCTION	2
2 SITE DETAILS	3
2.1 Site Particulars	3
2.2 Planning Context	5
2.3 Surrounding Land Uses	7
2.4 Previous Approvals	7
3 PRE-LODGEMENT HISTORY	8
3.1 Local Authority Pre-Lodgement Meeting	8
4 PROPOSAL	9
4.1 Overview	9
4.2 Design	10
4.3 Sunset Clause	12
4.4 Traffic Safety	12
4.5 Landscaping	12
5 LEGISLATIVE REQUIREMENTS	14
5.1 Assessment Manager	14
5.2 Categories of Assessment	14
5.3 State Assessment Referral Agency	14
5.4 Public Notification	14
6 STATUTORY PLANNING ASSESSMENT	15
6.1 Overview	15
6.2 State and Regional Assessment Benchmarks	15
6.2.1 Regional Plan	15
6.2.2 State Planning Policy	15
6.2.3 Temporary State Planning Policy	15
6.2.4 Local Government Infrastructure Plan	15
6.3 Local Authority Assessment Benchmarks	16
6.3.1 Strategic Framework	16
6.3.2 Zone	17
6.3.3 Overlays	17
6.3.4 Codes	18
6.3.5 Advertising Devices Code	18
7 CONCLUSION	21

Tables

Table 1: Summary	1
Table 2: Site Particulars	3
Table 3: Planning Context	5
Table 4: Surrounding Uses	7
Table 5: Prelodgement Discussion	8
Table 6: Proposal Details	9
Table 7: Categories of Assessment	14
Table 8: Categories of Assessment	15
Table 9: Strategic Framework Responses	16
Table 10: Council Overlay Assessment	17

Table 11: Summary Response to Advertising Devices Code.....18

Figures

Figure 1 – Site Context (sign marked with a star)3
Figure 2 – Site Aerial4
Figure 3 – Cadastre4
Figure 4 – Existing Streetview from Mountain Ridge Road.....5
Figure 5: Zoning.....6
Figure 6 – Proposed Sign Location9
Figure 7 – Typical Elevation10
Figure 8 – Indicative billboard (facing eastbound traffic).....11
Figure 9 – Indicative billboard (facing westbound traffic)11
Figure 10 – Proposed Landscaping Treatment13

Appendices

- Appendix A DA Form 1
- Appendix B Proposal Plans
- Appendix C Context Plan
- Appendix D Traffic Assessment
- Appendix E Landscape Plan
- Appendix F Advertising Devices Code Response

SUMMARY

Table 1: Summary

Details		
Site Address:	153-161 Mountain Ridge Road, South Maclean QLD 4280	
Real Property Description:	Lot 13 on RP143361	
Site Area:	20.009ha	
Regional Plan Land Use Designation:	Regional Landscape and Rural Production Area	
Planning Scheme:	Logan Planning Scheme 2015	
Zone:	Rural Residential Zone	
Landowner(s):	Pamela Mary Handley	
Proposal		
Brief Description/ Purpose of Proposal	Development Permit for Operational Work for Advertising Device (Billboard – Off-Premises x 2)	
Application Details		
Aspect of Development	Preliminary Approval	Development Permit
Operational Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Assessment Category	<input type="checkbox"/> Code	<input checked="" type="checkbox"/> Impact
Public Notification	<input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes: 15 BD
Superseded Planning Scheme Application	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Pre-lodgement / Consultation		
Entity	Date	Contact Name
Council DA Team <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	17 November 2025	Emily Hinze & Dale Schroeder
Referral Agencies		
<i>No applicable referral agencies</i>		
Other		
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1 INTRODUCTION

RPS has been engaged by *Peet Flagstone City Pty Ltd* (the 'Applicant') (Peet) to seek a Development Approval for an Advertising Device on land 153-161 Mountain Ridge Road, South Maclean, formally described as Lot 13 on RP143361.

The sign is double-sided (two (2) display faces in total) and free-standing, and will display advertising content for Peet's land sales of their *Flagstone City* landholdings within the Greater Flagstone Priority Development Area (PDA). The site is located along the eastern approach into the PDA.

Specifically, this development application seeks approval for:

- **Development Permit for Operational Work** for Advertising Device (Billboard – Off-Premises x 2)

The site is in the Rural Residential Zone under the *Logan Planning Scheme 2015* (version 9.2) (the planning scheme). In accordance with Part 5 of the planning scheme, this Advertising Device is subject to **Impact Assessment**.

The application has been assessed against Schedule 10 of the *Planning Regulation 2017* and we confirm no referral triggers apply.

This report provides greater detail on the nature of the proposal and provides an assessment of the proposal against the intents and code requirements of relevant statutory planning documents. Technical issues associated with the proposal are addressed in appended technical reports.

Based on the assessment within this report the proposal is recommended for approval subject to reasonable and relevant conditions.

2 SITE DETAILS

2.1 Site Particulars

Key details of the subject site are as follows:

Table 2: Site Particulars

Site Particulars	
Site Address	153-161 Mountain Ridge Road, South Maclean QLD 4280
Real Property Description	Lot 13 on RP143361
Site Area	20.009ha
Landowner(s)	Pamela Mary Handley
Current Land Use	Dwelling House
Easements	Nil
Frontages and Access	Mountain Ridge Road (local) – 70m
Topography	Gradual slope to northwest (47m AHD to 51m AHD at the house)

The site location, aerial, and cadastral is shown in **Figures 1-3** respectively. The existing street view perspective is shown in **Figure 4**.

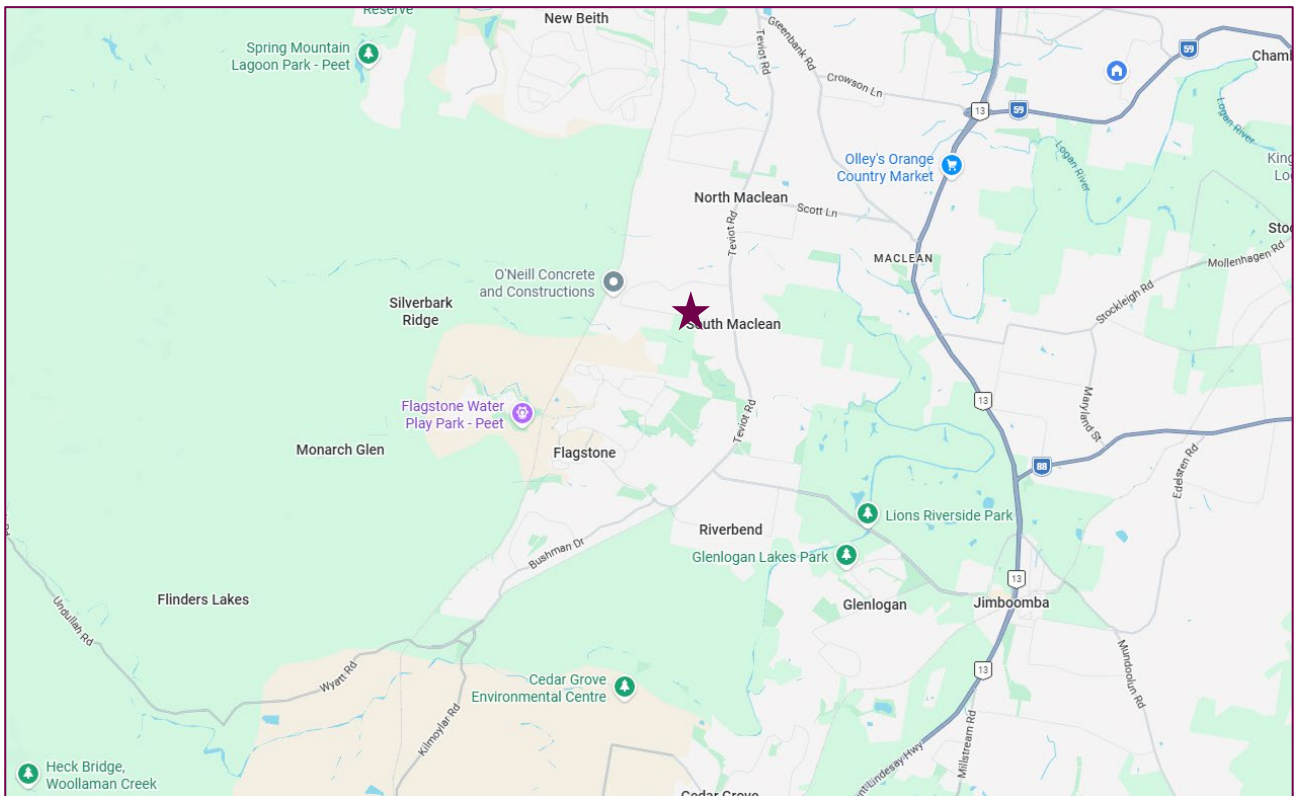


Figure 1 – Site Context (sign marked with a star)

Source: Google Maps, 2026



Figure 2 – Site Aerial

Source: Queensland Globe, 2026

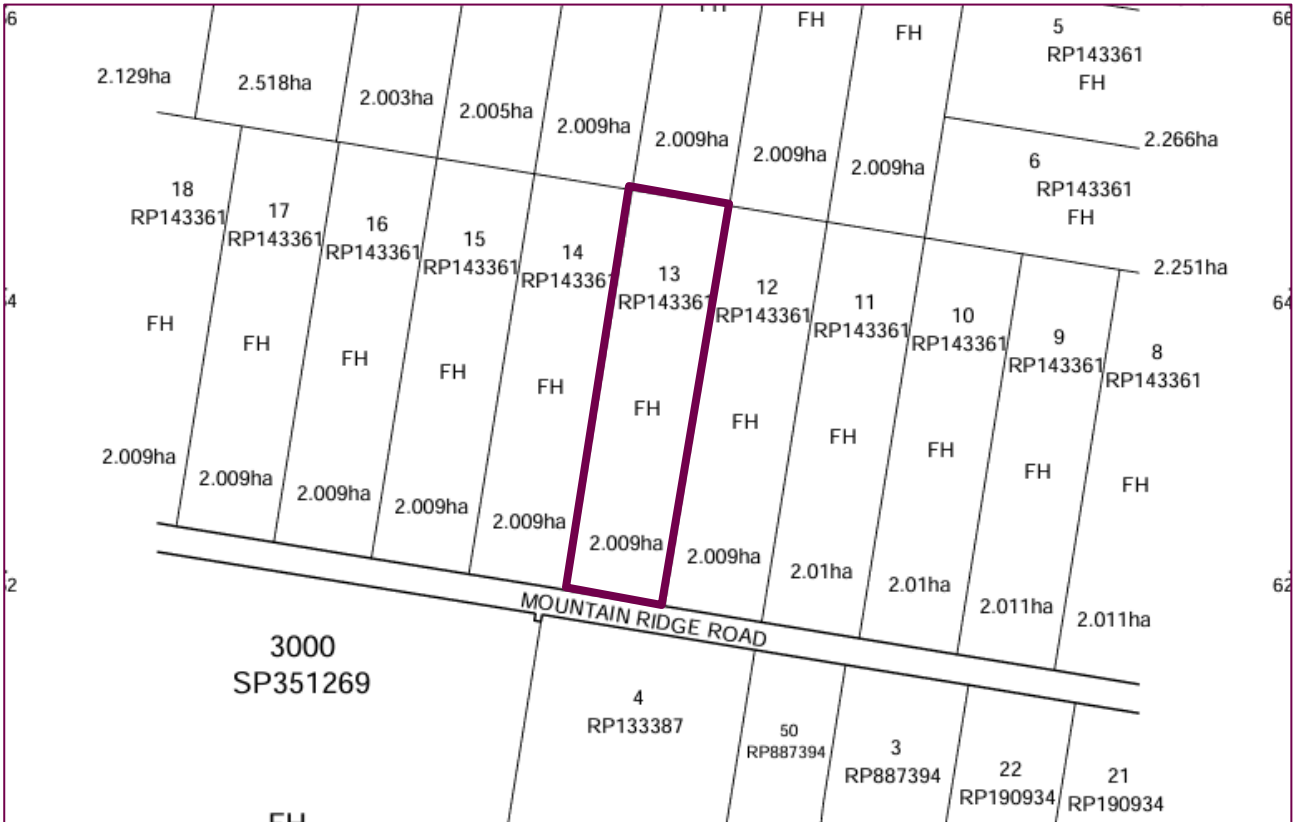


Figure 3 – Cadastre

Source: SmartMap



Figure 4 – Existing Streetview from Mountain Ridge Road

Source: Google Maps, 2026

2.2 Planning Context

Table 3 summarises key regional and local planning context information.

Note: relevant mapped overlays over the proposed operational work area are identified in **bold**.

Table 3: Planning Context

Instrument	Designation
South East Queensland Regional Plan (ShapingSEQ 2023)	
Regional Plan Designation	Regional Landscape and Rural Production Area
Logan Planning Scheme 2015 (version 9.2)	
Zoning	Rural Residential
Precinct	Nil
Overlays	<ul style="list-style-type: none"> • Biodiversity areas <ul style="list-style-type: none"> - OM – 02.01 – Secondary vegetation management area - OM – 02.04 – Local and state environmental significance • Bushfire hazard <ul style="list-style-type: none"> - OM – 03.01 –Medium potential / Potential impact buffer area • Landslide hazard and steep slope area <ul style="list-style-type: none"> - OM – 08.00 – Landslide hazard trigger map
State Interest Mapping	
DA Mapping System	<ul style="list-style-type: none"> • SEQ Regional Plan <ul style="list-style-type: none"> - SEQ Regional Land Use Categories (Regional Landscape and Rural Production Area) • Water resources <ul style="list-style-type: none"> - Water resource planning area boundaries • Native Vegetation Clearing <ul style="list-style-type: none"> - Regulated Vegetation Management Map (Category C and Category X) - Essential Habitat • Koala Habitat in SEQ Region

Instrument	Designation
SPP Mapping System	<ul style="list-style-type: none"> - Koala Priority Area - Core koala habitat area • Biodiversity <ul style="list-style-type: none"> - MSES - Regulated vegetation (essential habitat) - MSES - Regulated vegetation (category C) - MSES - Wildlife habitat (koala habitat areas - core) • Natural hazards risk and resilience <ul style="list-style-type: none"> - Flood hazard area - local government flood mapping area - Bushfire prone area <ul style="list-style-type: none"> • Medium Potential Bushfire Intensity • Potential Impact Buffer
Other Searches	
Heritage Values	The site is not identified as, or in proximity to, any state or local heritage sites, nor approved cultural heritage management plans.

Copies of property searches are contained in **Appendix C**.

The site is comprised of a single land parcel located approximately 21kms southwest of Logan Central and 7km northwest of Jimboomba.

Rural Residential zoned land also exists to the west, north and east of the site. Southwest of the site is the Flagstone PDA under the jurisdiction of the Minister of Economic Development Queensland (MEDQ). Zoning of the subject site and surrounding lands is demonstrated in **Figure 3**.



Figure 5: Zoning

Source: Logan Planning Scheme 2015 (v9.2)

2.3 Surrounding Land Uses

Table 4 summarises the surrounding local context and land uses of the site.

Table 4: Surrounding Uses

Direction	Commentary
North	Immediately north of site is a private lot within the Rural Residential Zone. This lot is the same size as the subject site.
East	Immediately east of site is a private lot within the Rural Residential Zone. This lot is the same size as the subject site.
South	Immediately south of the site is Mountain Ridge Road. South west of the site is the northern boundary of Greater Flagstone Priority Development Area (PDA)
West	Immediately west of site is a private lot within the Rural Residential Zone. This lot is the same size as the subject site.

2.4 Previous Approvals

The site has been subject to a number of historic approvals related to domestic works to the on-site dwelling, as summarised below:

- BW/9739/2021
- BW/2711/1993
- PD/1119/1993
- PD/1155/1988
- BW/2063/1988

These approvals are not relevant to the current application for an Advertising Device.

3 PRE-LODGE MENT HISTORY

3.1 Local Authority Pre-Lodgement Meeting

A pre-lodgement meeting with Logan City Council was held on 17 November 2025. The key outcomes and advice from this meeting are summarised in **Table 5**.

Table 5: Prelodgement Discussion

Item	Matter for Discussion	RPS Response
1. Preliminary feedback	<p>While an off-premises sign is not envisaged in the Rural residential zone, Council officers are generally contemplative of the proposed sign given the absence of existing advertising devices within 500m of the development area in addition to the small-scale nature of the proposal, subject to providing landscaping to screen any support structures and providing further justification demonstrating how the safety of road users will not be impacted.</p> <p>To support this, a Road Safety Audit (RSA) should be submitted alongside the application, accompanied by other supporting material like the context analysis to potentially aid in substantiating the case.</p> <p>Conditions would be imposed to ensure the sign has a life span of ten (10) years or until all lots delivered by Peet in Flagstone City are sold, whichever date is later. Further discussion clarified ten (10) years as the minimum date is suitable.</p>	<p>The proposal has been adjusted to be for a dual-sided billboard as opposed to the parallel angle presented to Council in the prelodgement meeting. Refer to proposal plans in Appendix B. This design change has been addressed in this planning report.</p> <p>The proposal includes landscaping to screen the support structure (Appendix E).</p> <p>A traffic assessment has been provided to confirm nil traffic safety issues and compliance with relevant standards (Appendix D).</p> <p>The proposed sunset clause remains the same as discussed at the prelodgement meeting – ten (10) years or until all lots are sold in Peet’s Flagstone City landholdings, whichever date is later.</p>
2. Level of assessment	Development Application for Operational Work for Advertising Device will be required - triggers Impact Assessment against PO1 of the Advertising Devices Code.	Noted.
3. Confirmation of supporting material	<p>Confirmation of supporting material required for lodgement, comprising:</p> <ul style="list-style-type: none"> • Town planning report addressing the planning scheme, • Proposal plans, and • Traffic impact assessment / road safety audit. • Contextual analysis map similar to that provided in prelodgement submission. 	All listed reports and assessments have been provided in this application package, including the contextual analysis map for Council’s reference (Appendix C).

4 PROPOSAL

4.1 Overview

The proposal seeks a V-shaped, double-sided Free Standing Off-Premises sign to be located on Mountain Ridge Road.

Table 6 provides an overview of the key characteristics of the proposal:

Table 6: Proposal Details

Item	Detail
Sign Type and Nature	Billboard: <ul style="list-style-type: none"> • Free Standing – steel pole structure • Off-Premises Sign – second-party advertising content
Illumination	No
Shape	Rectangular, horizontal
Frontage & Faces	1 x display facing westbound traffic on Mountain Ridge Road 1 x display facing eastbound traffic on Mountain Ridge Road
Sign Height and Width	3.0m width x 6.0m length
Sign Face Area	18m ²
Overall Height	5m maximum from natural ground
Ancillary Components	<ul style="list-style-type: none"> • Support structure of four (4) x steel poles and footings per sign • Construction details including materials provided on proposal plans.

Section 4.2 provides further design information and planning assessment regarding the proposal. Supporting information regarding traffic safety and landscape treatment are also provided in Sections 4.3 and 4.4 respectively.

The proposed plans and elevations are shown in Figures 6 and 7 and in Appendix B. Indicative photomontages are provided in Figures 8 and 9.

Concept architectural plans are subject to construction requirements and will be detailed at post-approval or building approval phase (if required).



Figure 6 – Proposed Sign Location

Source: Braggs Proposal Plans

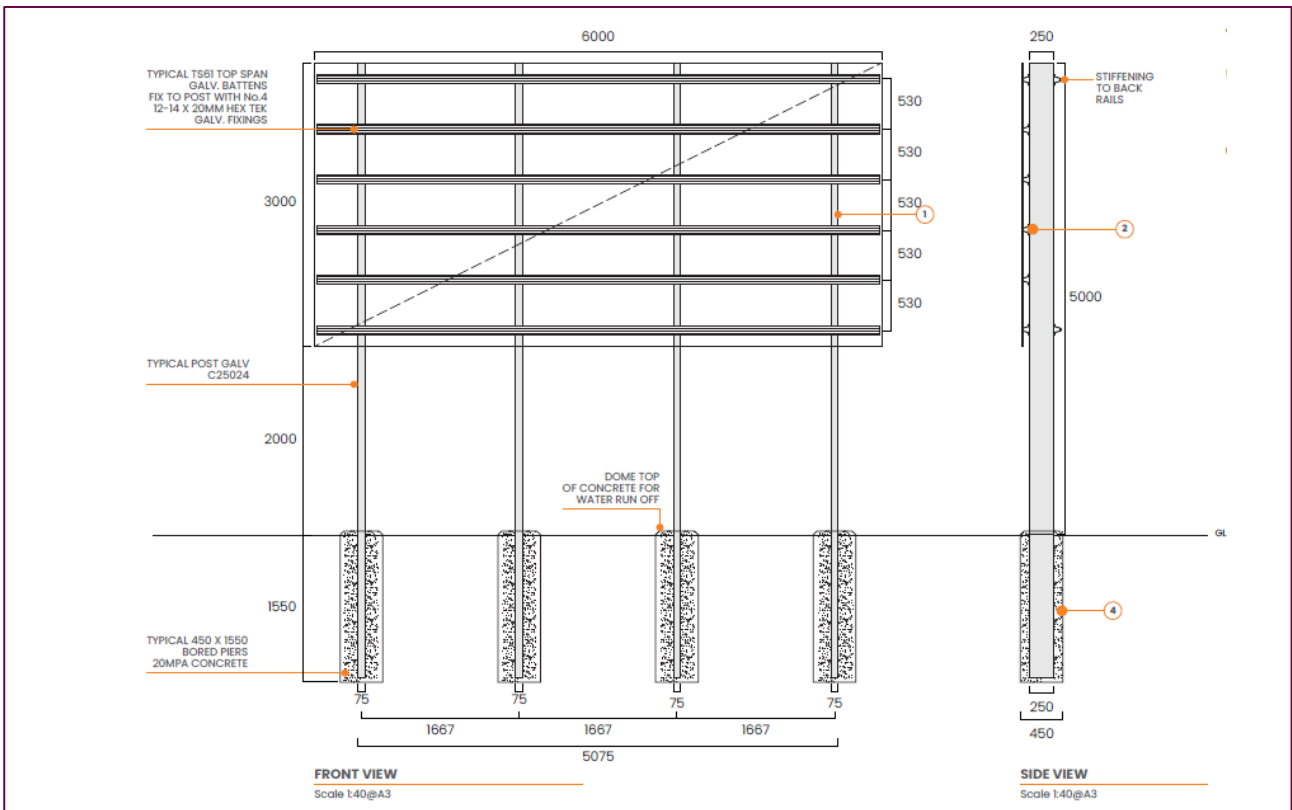


Figure 7 – Typical Elevation

Source: Braggs Proposal Plans

4.2 Design

The key planning matter relevant to this proposal is the proposed sign face area as per Council’s Advertising Devices Code. More broadly, this provision has regard to the presence of an off-premises sign in the Rural Residential zone.

The proposed design involves a V-shaped, double-sided display to capture safe visibility for motorists in either direction of travel. Both displays are 18m² in face area which is an industry standard “Classic” size. The sign is setback from the road corridor (comprising both the carriageway and active transport route) and does not interfere with movements for pedestrians, cyclists or vehicles. The height of the sign (5m from natural ground) is complemented by proposed ground landscaping, and existing trees along the fence line and within the front yard of the property that are much taller than the sign.

As previously discussed with Council at the prelodgement meeting, the single-sided display positioned parallel to the road is still an achievable outcome, however following review of the existing street trees in the median and traffic visibility preferences, it is now preferred to have separate displays positioned generally perpendicular to the road in either direction. The core function of the viewsheds remains the same, in that the display is visible from both directions.

Freestanding signs are present on similar regional roads in Logan and as such, the proposed sign is considered suitable within the existing environment. Advertising for land sales (in the particular form of billboards) are a critical component of housing delivery and growth of residential estates within these areas bordering Flagstone (such as South Maclean) transitioning from Rural Residential to substantial supply of greenfield residential land throughout the Flagstone PDA and southern Logan. It is crucial for developers to advertise land sales in proximity to the development fronts and ensure visibility of these projects to the public. The proposed design aims to deliver an advertising outcome, both in scale and form, that is typical for Logan while remaining appropriate and sensitive to the existing residential amenity along the Mountain Ridge Road corridor.

With regard to other key design and operational components of the proposal, we summarise the following:

- **Illumination:** The signage faces are not proposed to be illuminated.

REPORT

- **Content:** Advertising content will be restricted to second-party advertising material for Peet’s land sales of their *Flagstone City* landholdings in the Greater Flagstone PDA (noting Peet will own and maintain the sign during its design life).

The sign does not result in visual clutter as there is minimal competing advertising in the vicinity. A signage context plan has also been prepared to demonstrate the proposal’s proximity to other off- and on-premises large format signs in the locality. Refer to **Appendix C**.

Photomontages have been prepared for Council’s context and provided at **Figures 8** and **9** (please note these montages are not to scale).



Figure 8 – Indicative billboard (facing eastbound traffic)

Source: RPS



Figure 9 – Indicative billboard (facing westbound traffic)

Source: RPS

4.3 Sunset Clause

The relevant operating period of the sign will be **ten (10) years, or until all lots are sold in Peet's landholdings in the Greater Flagstone PDA, whichever date is later.**

Peet continues to progress the delivery of land of their major landholdings within Flagstone City, particularly with the CA3 South masterplan currently advancing through amendment approvals with EDQ and early-stage delivery works (we note Stage 10 and 12 are already live in the market), alongside potential new growth fronts currently under planning assessment.

The PDA's scale and land supply play a crucial role in addressing the region's housing shortage, offering diverse and affordable new communities. This proposal provides a mechanism for the advertisement of Peet's projects and sales in Flagstone as it progresses.

This is a similar arrangement to previous Peet advertising assets in Logan and other large-format signage approvals for land sales granted by Council. We expect this to be a condition of approval.

4.4 Traffic Safety

Bitizos Consulting have prepared a site visit and preliminary traffic assessment to address the proposal. Refer to **Appendix D**.

In summary:

- The sign faces have individual sight distances exceeding 150m in the typical field of view of a motorist.
- The sign is not viewed from any other road or approach and is not nearby to sensitive premises (schools, pedestrian crossings, etc).
- There are no nearby decision points (i.e.. intersections or turns) for motorists and the road alignment is straight.
- The sign does not result in unreasonable distraction risk nor compromise a driver's ability to observe road conditions, curves or movements of other vehicles.
- There is no crash history or trends proximate to the sign location in the last five (5) years.
- The sign is compliant with sign spacing, advance visibility, and visual proximity criteria.
- Cyclists are unlikely to be distracted by the sign given the need for due care and attention when cycling. The offroad shared path is fully separated from the carriageway and there are no active transport crossing points warranting further assessment.

As per their assessment, the proposed sign is well-located to avoid traffic engineering concerns and meets Council's technical standards for safety.

4.5 Landscaping

As discussed during the prelodgement meeting with Council, a landscaping treatment has been proposed to further complement the sign as a feature within the road corridor, and screen the support structure.

RPS have prepared a landscape plan. Refer to **Figure 10** and **Appendix E**.

Landscaping will include a planting area mostly in front of each display, up to the fence line. Species will include (or similar to) Mat Rush and Lilly Pilly ground shrubs reaching up to 1.2m in height which will screen a majority of the poles without interfering with display face maintenance.

The sign will not obstruct any existing vegetation on the site. Throughout its existence, Peet will evaluate the sign for both effectiveness and safety, with particular attention to landscaping and trees within the property, and the currently juvenile trees in the median.

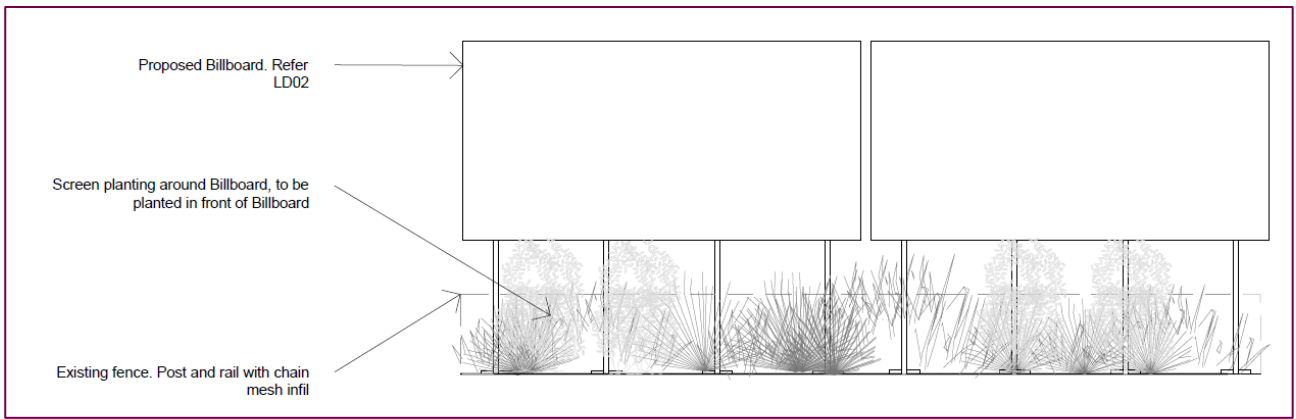


Figure 10 – Proposed Landscaping Treatment

Source: RPS Landscape Plan

5 LEGISLATIVE REQUIREMENTS

5.1 Assessment Manager

In accordance with Schedule 8 of the *Planning Regulation 2017*, the assessment manager for this application is Logan City Council.

5.2 Categories of Assessment

Table 7 summarises the categorising instruments and categories of assessment applicable to this application.

Table 7: Categories of Assessment

Aspects of Development	Categorising Instrument	Category of Assessment
Development Permit for Operational Work for Advertising Device	<i>Logan Planning Scheme 2015</i> (version 9.2)	Impact Assessable

5.3 State Assessment Referral Agency

Schedule 10 of the *Planning Regulation 2017* identifies assessable development and development that requires referral. An assessment of the proposed development against Schedule 10 has identified that **no** referral is required in this instance.

5.4 Public Notification

This application requires public notification as it is subject to Impact Assessment.

In accordance with section 53 of the *Planning Act 2016*, public notification will be undertaken for a period of 15 business days.

6 STATUTORY PLANNING ASSESSMENT

6.1 Overview

This section assesses the application against relevant assessment benchmarks.

As the application is subject to an impact assessment, the assessment benchmarks, and the matters the assessment manager must have regard to, are those identified in section 45(5) of the *Planning Act 2016* and sections 30 and 31 of the *Planning Regulation 2017*.

As Logan City Council is the assessment the relevant local authority categorising instrument is version 9.2 of the *Logan Planning Scheme 2015* (planning scheme).

6.2 State and Regional Assessment Benchmarks

6.2.1 Regional Plan

Section 30(2)(a)(i) of the *Planning Regulation 2017* requires the assessment manager to assess the application against the assessment benchmarks stated in the regional plan, to the extent the Regional Plan is not identified in the Logan Planning Scheme 2015 as being appropriately integrated into the planning scheme.

The subject site is within the Urban Footprint area of the South East Queensland Regional Plan 2023 (ShapingSEQ 2023).

Table 8 provides a response to the intent of the Regional Landscape and Rural Production Area.

Table 8: Categories of Assessment

Regional Plan	Response
South East Queensland Regional Plan (ShapingSEQ 2023)	<p>The subject site is located within the Regional Landscape and Rural Production Area (RLRPA) of ShapingSEQ 2023. Land within the RLRPA intends to protect the values of the land from inappropriate development, particularly urban and rural residential development.</p> <p>The proposal is consistent with the intents of the regional plan noting subdivision of land nor use of a premises is proposed. The proposed sign is for land sales consistent with and required for residential growth within the PDA. No change of use or permanent built form is proposed.</p>

6.2.2 State Planning Policy

Section 30(2)(a)(ii) of the *Planning Regulation 2017* requires the assessment manager to assess the application against the assessment benchmarks stated in the State Planning Policy, Part E, to the extent Part E of the State Planning Policy is not identified in the Logan Planning Scheme 2015 as being appropriately integrated into the planning scheme. Part 2 of the planning scheme confirms that all state interests are appropriately integrated.

6.2.3 Temporary State Planning Policy

Section 30(2)(a)(iii) of the *Planning Regulation 2017* requires the assessment manager to assess the application against the assessment benchmarks stated in any temporary State Planning Policy applying to the premises. No temporary state planning policies apply.

6.2.4 Local Government Infrastructure Plan

Section 30(2)(c) of the *Planning Regulation 2017* requires that that if the assessment manager of this application is an infrastructure provided the impact assessment be carried out against the LGIP. An infrastructure provider is not the assessment manager of this application.

Additionally the proposed billboard does not require services connections and no upgrades nor future infrastructure designated under Council's LGIP are related to the proposed billboard.

6.3 Local Authority Assessment Benchmarks

This application is to be assessed against version 9.2 of the *Logan Planning Scheme 2015*. The assessment benchmarks applicable under the planning scheme are addressed below.

6.3.1 Strategic Framework

Table 9 provides a response to key elements of Council’s strategic framework within the planning scheme.

Table 9: Strategic Framework Responses

Strategic Framework	Response
3.11 Design, Place Making and Amenity – Design and Place Making	
<p>1. Development creates a high quality, attractive and functional built environment that:</p> <ul style="list-style-type: none"> a. provides highly desirable, attractive places that people want to be in; b. is responsive and sympathetic to the local topography and is consistent with and reinforces the intended character; c. is of an appropriate height, bulk, scale and mass and has an appropriate relationship with the road and surrounding area; d. defines and addresses roads through the height, bulk, scale, frontages and entrances of buildings; e. incorporates detailed design measures that create an attractive visual aesthetic; f. has landmark buildings of high architectural merit in nominated locations identified in a local plan or zone; g. creates or enhances views and vistas; h. enables pedestrians to move conveniently and safely along roads and public open space; i. provides places that can be accessed by people of all ages and abilities; j. strengthens the relationship between the built form, landscape and streetscape; k. integrates with public open space and the movement network; l. allows easy way finding for pedestrians; m. is adaptive to changes in use, lifestyle and demography; n. engenders civic pride. 	<p>The sign caters to motorist traffic on Mountain Ridge Road and does not interfere with private driveways, sight accessibility and movements.</p> <p>The sign location is located in a flat part of the site requiring nil earthworks or changes to local topography.</p> <p>Complementary landscaping is proposed to reinforce the semi-bushland character of properties along Mountain Ridge Road.</p> <p>The sign height is 5m from natural ground and is well setback from the offroad shared path, including a property fenceline creating further spatial distinction.</p> <p>The advertising device does not interfere with any landmark features or significant viewsheds in the vicinity.</p> <p>The sign is adaptive to changes over time noting it is a temporary streetscape feature until land sales of Peet’s Flagstone City landholdings come to an end.</p>
3.11 Design, Place Making and Amenity – Amenity	
<p>1. The level of amenity to be expected varies throughout Logan where:</p> <ul style="list-style-type: none"> c. in rural residential locations, such as in a Rural residential zone, the level of amenity is commensurate with a rural residential environment where: <ul style="list-style-type: none"> i. there are very low density living environments with some low level noise, odour and visual amenity impacts; ii. in areas suitable for rural production, such as in the Cottage rural precinct, there are noise, odour and visual amenity impacts associated with rural production; 	<p>The site is located in a rural residential area undergoing a transition due to substantial greenfield supply being delivered within the Flagstone PDA. The sign has no impact on the core characteristics of adjoining properties, including dwelling setback, natural and landscaped vegetation, and semi-bushland appearance. No clearing is proposed.</p> <p>The sign is non-illuminated in order to protect residential amenity.</p> <p>The sign does not result in the causation of environmental harm or nuisance to established or planned land in the vicinity. The sign is temporary in nature and not a permanent feature of the road corridor.</p>

Strategic Framework	Response
2. People are protected from environmental harm or environmental nuisance caused by air, light, odour, vibration or acoustic emissions.	
3. Residential amenity is protected by:	
a. ensuring uses that generate emissions are designed and located to avoid environmental harm or environmental nuisance to established or planned land in a residential zone category.	

6.3.2 Zone

The subject site is located in the Rural Residential zone. It is acknowledged the zone code is not applicable to Operational Work as per section 6.2.13.1 of the planning scheme, however a preliminary review of the proposal against the zone is provided below for completeness.

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 development does not impede the ability for the existing dwelling house to be sited or function on the lot.

The site and surrounding properties fronting Mountain Ridge Road are quintessential rural residential properties comprising large private landholdings, dwelling houses consistently setback over minimum 50m from the road (i.e. the subject site has a dwelling setback of over 110m), and substantial natural and landscaped vegetation screening the dwelling. The size of the lots and the extent of vegetation maintain the semi-rural bushland appearance and ensures the rural residential amenity of Mountain Ridge Road is maintained.

The proposed development is for a free-standing billboard sign at the front of the property and has **no** impact on the size of the lot, setback of the dwelling, nor existing vegetation.

Notwithstanding this, Mountain Ridge Road is also characterised by the road corridor itself (road, property fencing, landscaping) rather than backdropping dwellings/built form and thus the sign effectively acts as an ancillary component within the road corridor.

It is acknowledged that an off-premises sign located in this zone is generally not intended for this zoning. However, freestanding signs for land sales are a critical component of housing delivery and growth of residential estates within these areas (such as South Maclean). Given the nature of this part of Logan, the Rural Residential Zone is the predominant zoning type even though land in the adjacent PDA is dynamically transitioning for higher residential densities, mixed uses, and centres. Therefore, advertising for land sales to progress greenfield residential growth in the PDAs and direct visitors to land sales centres in the PDA is required within the existing setting of Rural Residential Zone land at this time.

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. With respect to the purpose, intent and anticipated outcomes of the zone, the zone and precinct can continue to accommodate the anticipated land uses and allow them to function as currently intended.

6.3.3 Overlays

Overlay codes are not applicable for Operational Work for an advertising device. Notwithstanding, **Table 10** summarises and responds to the relevant overlays impacting the proposal, for completeness.

Table 10: Council Overlay Assessment

Overlay	Response
Biodiversity	

Overlay	Response
<p>Local and state environmental significance - Polygons</p> <ul style="list-style-type: none"> Both matters of local and state environmental significance Matters of local environmental significance Matters of state environmental significance 	<p>Development does not require removal of any vegetation and the frontage of the property is generally cleared with planted vegetation, not remnant vegetation. Regulated native vegetation of significance is located at the northern portion of the site.</p> <p>The site frontage (location of proposed Advertising Device) is also not earmarked for, nor proximate to, land dedicated for conservation purposes nor containing high value biodiversity features.</p>

Bushfire	Response
<p>OM-03.01 Bushfire hazard risk area</p> <ul style="list-style-type: none"> Bushfire hazard - very high potential Bushfire hazard - high potential Bushfire hazard - medium potential Bushfire hazard - potential impact buffer 	<p>Development does not contribute to increased bushfire hazard risk.</p> <p>The proposed landscaping is minor in scale and consists of low-lying shrubs designed to enhance visual amenity, rather than establishing a dense landscape bed that could contribute to bushfire risk.</p>

6.3.4 Codes

6.3.5 Advertising Devices Code

Table 11 provides a summary response to the key performance outcomes or alternative solutions sought within Council’s Advertising Devices Code as the assessment benchmark for this development application.

Table 11: Summary Response to Advertising Devices Code

Performance outcomes	Acceptable outcomes	Comments
For accepted development (subject to requirements) and assessable development		
Visual amenity and safety of movement network		
<p>PO1</p> <p>An advertising device is designed and located:</p> <ol style="list-style-type: none"> to be compatible and visually integrate with the built form and streetscape; to be safe for pedestrians, cyclists and vehicular traffic; to not cause a distraction to road users or light nuisance to residents. 	<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>Complies with Performance Outcome</p> <p>The proposal is located within the Rural Residential Zone, which does not have a prescribed maximum face area of 0m². The proposal seeks 18m² per display, for two (2) displays.</p> <p>In accordance with PO1, the proposed face area is:</p> <ul style="list-style-type: none"> Compatible with the site noting the landholdings and corresponding frontages are quite large along Mountain Ridge Road. The dwelling house on-site is setback over 110m from the sign and similar setback exists on adjoining properties to protect residential amenity. Visually integrates with the streetscape, which is inherently open and expansive due to the semi-

bushland and rural residential setting. A billboard display in this context will not cast an overpowering presence or diminish the human-scale experience. For reference, the alternative maximum total face area under Table 9.4.1.3.3 at the minimum rate for other zones (0.25m² per metre of road frontage) would have been a 17.25m²; that measurement approach is intended to impose tighter limits on face areas where road frontage (and consequently visual openness and concentration of signage within a field of view) is also constrained. By contrast, the subject site has a broad and generally unobstructed frontage with no competing advertising, making it an appropriate and well-suited location for a large-format sign. The proposal would achieve a substantially higher level of compliance if the alternate measurement approach were adopted.

- Is safe for pedestrians, cyclists and vehicular traffic noting the face area is a standard classic size used in regional Logan for land sales. The sign is setback from the road and offroad path.
- Does not cause distraction nor nuisance to road users, active transport users, and sensitive receivers, as per the traffic and planning assessments.

We also note the content is intended for Peet’s use only and is not for third-party advertising. The introduction of highly commercialised advertising for non-localised benefit is not proposed. The billboard is for local residential growth and supporting wayfinding to and awareness of the Flagstone PDA.

PO2

An advertising device does not create visual clutter.

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:
g. the Rural residential zone.

Complies with Performance Outcome

The closest off-premises signs to the site are approximately 500-600m east at the intersection of Mountain Ridge Road and Teviot Road, however these signs fully front northbound and southbound traffic of Teviot Road.

Notwithstanding, we have considered the proposed sign location with a broader 5km catchment, of which several existing off-premises signs exists predominantly for land sales. These are signs are mostly located at key intersections with main roads 3-5km from the proposed sign location. The sign is well separated from the volume of existing signage near Teviot Road and South Maclean at large.

As identified by the context plan (**Appendix B**), other billboards have been approved within 5km distance from one another, which further demonstrates that billboards within 5km can be supported by Council subject to site suitability and safety.

There are no other signs in the same ordinary field of view of motorists viewing either display.

Most importantly, this area is transforming with the ongoing development by Peet and others of the Greater Flagstone PDA. Promotional and informational signage will always be required by any land developer contributing to the delivery of the PDA. Use of an Advertising Device at this location enables efficient allocation of marketing resources close to the PDA. The format of a billboard provides a consistent visual presence in the local area and enables Peet to communicate development milestones and updates to the public as Flagstone City evolves.

7 CONCLUSION

This town planning report supports a development application made on behalf of *Peet Flagstone City Pty Ltd* to Logan City Council for an Advertising Device over land at 153-161 Mountain Ridge Road, South Maclean, formally described as Lot 13 on RP143361.

The proposal is for the installation of a dual-sided, free-standing billboards for advertising of Peet's land sales within the Flagstone PDA.

The application formally seeks:

- **Development Permit for Operational Works** for Advertising Device (Billboard – Off Premises x 2)

The application is subject to Impact Assessment.

This report has demonstrated the proposal's consistency with the intents and code requirements of the Council's planning scheme and has provided appropriate justification for aspects that do not fully adhere to the acceptable outcomes.

Approval is sought subject to reasonable and relevant conditions.



Appendix A
DA Form 1

A large, light grey graphic element with rounded corners and a maroon-colored cutout on its right side. The cutout is a curved, irregular shape that extends from the top right towards the bottom left.

Appendix B Proposal Plans

A large, light grey graphic element with rounded corners and a diagonal cutout. The cutout is filled with a dark maroon color. The text 'Appendix C Context Plan' is centered within the grey area.

Appendix C
Context Plan



Appendix D Traffic Assessment



Appendix E Landscape Plan



Appendix F Advertising Devices Code Response