

LEVEL 32
300 GEORGE STREET
BRISBANE QLD 4000

URBIS.COM.AU
Urbis Ltd
ABN 50 105 256 228

16 October 2024

Development Assessment
Economic Development Queensland
PO Box 15009
Brisbane City West 4002

Dear Sir/Madam,

DEVELOPMENT APPLICATION FOR OPERATIONAL WORKS - ERECTION OF ADVERTISING DEVICE AT 22 FRAZER STREET, SOUTHPORT

Urbis Ltd acts on behalf *Home Investment Consortium Company Pty Ltd* (the **Applicant**) in relation to this Operational Works Development Application for Advertising Devices under Section 82 of the *Economic Development Act 2012*.

This development application specifically relates to provision of wall signs to advertise future tenants within the approved and constructed Proxima development within the Parklands Priority Development Area (PDA).

We enclose the following in support of the application:

- **Attachment A** – EDQ Application Form;
- **Attachment B** – Proposal Plans, prepared by Major Media.

This application addresses the merits of the proposal with regard to the provisions of the Parklands PDA Development Scheme and the relevant sections of the *Economic Development Act 2012*.

1. SITE CONTEXT

The site is located at 22 Frazer Street, Southport (Lot 1 on SO332402) and is within the suburb of Southport and the Parklands PDA.

The site is operational as a health-orientated mixed-use development as approved via the PDA Development Permit DEV2020/1133/10 which was most recently amended and approved on 8 May 2024.

The site is also subject to a current PDA Development Application for Material Change of Use to introduce Indoor Sport and Recreation, Educational Establishment and Hospital (Birthing Suite) uses which is yet to be decided.

2. THE PROPOSAL

The Applicant is proposing to install six wall signs for the purposes of advertising the tenancies which are currently operating from the premises (in addition to those which may establish in the future) on

the south-eastern façade of the mixed-use building addressing Nexus Way. It is proposed that each sign will be internally illuminated and have a total area of 16m² each (8,000mm wide x 2,000mm high). The overall area of proposed signage comprised of all six signs is 96m². The illumination of the signs will be in accordance with the relevant Gold Coast City Council advertising device standards.

3. ASSESSABLE DEVELOPMENT

Schedule 1 of the Parklands PDA Development Scheme (the Development Scheme) details development that is exempt development and therefore not requiring a PDA development permit. Operational works for advertising devices is exempt development where certain criteria is met, including:

- Do not exceed 5m for office, industrial, recreational or entertainment use;
- Are attached to a front fence or facade of a main building;
- Do not project more than 150mm from front façade or front fence;
- Are not illuminated;
- Contain the name of business or operator, the use of premises, the contact details or name and address of building; and
- Comprise no more than two signs.

When considering that the proposed signage exceeds the maximum area, will consist of more than two signs on the premises and will be illuminated, this development is not considered exempt development and therefore a PDA development permit is required for Permissible Development as prescribed in Column 3A, Table 1: Levels of Assessment within the Development Scheme

3.1. ASSESSMENT CRITERIA

The Development Scheme includes PDA-wide criteria which apply to all assessable development in the Parklands PDA to the extent relevant. Criteria 3.3.2 'Centres design and function' is considered relevant for this application. The relevant aspects of the criteria, and an assessment against each of these criteria is contained in Table 1 below.

Table 1: PDA-Wide Criteria - 3.3.2 Centres Design and Function Criteria

3.3.2 Centres Design and Function Criteria	Assessment
Advertising devices are in accordance with the standards set out in the planning scheme and:	Assessed in Table 2 below.
Cater for the needs of sales offices and businesses to clearly identify the location, the goods or services which are supplied to the public	Complies The purpose of the wall signs for advertising is to identify the businesses and services offered by the tenants located within the building.
Are consistent with the scale and design of existing buildings and other works on the site	Complies

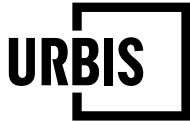
3.3.2 Centres Design and Function Criteria	Assessment
and in the locality, and complement the local streetscape	The total area of the signs is consistent with the scale and design of the building, as well as the surrounding area.
Contribute to establishing the PDA's identity and are visible externally and internally to the site	Complies The proposed development (being assessed separately) is consistent with the surrounding Gold Coast Health and Knowledge Precinct. The proposed advertising signs contribute to this and establish the development within PDA and contribute to the PDA's identity
Where appropriate, reflect the character of the area	Complies The proposed advertising signs will reflect the tenants and services of the building and contribute to the surrounding Health and Knowledge Precinct.
Are sited and provided on premises having regard to safety and amenity.	Complies The proposed illuminated signs will not have adverse effects on the safety or amenity of the surrounding area.

In response to the first criteria in the table above, an assessment of the standards set out in the planning scheme, being the Gold Coast City Council's *Subordinate Local Law No.16.8* is contained below in Table 2.

Table 2: Gold Coast City Council's *Subordinate Local Law No.16.8*

Gold Coast City Council's Subordinate Local Law No.16.8	Assessment
The design of the advertising device integrates the advertising device into the design of the wall of the building;	Complies The proposed advertising signs are integrated with the design of the building façade with complementary colours, materials and finishes with the building chosen to ensure that the signage is not visually dominant

Gold Coast City Council's Subordinate Local Law No.16.8	Assessment
The advertising device does not have a face area which exceeds 50% of the area of the wall to which it is painted or fixed; and	Complies The proposed advertising signs have an area which does not exceed 50% of the area of the wall which they will be affixed.
The advertising device does not extend beyond the outline of the wall to which it is fixed; and	Complies The proposed device does not extend beyond the boundary of the external wall.
If the premises on which the wall sign is displayed accommodates more than 1 business the wall sign provides an equal and consistent advertising opportunity for each business accommodated on the premises; and	Complies It is proposed to include six signs for the advertising of current and future tenants occupying tenancies on the premises.
The advertising device does not visually dominate the streetscape; and	Complies The proposed advertising signs will not visually dominate the streetscape due to the design and sizing relative to the building and the complementary design choices which will be implemented.
The advertising device has a minimum separation distance from any other wall sign of not less than 1m; and	Complies No other wall signs are proposed on the building, and therefore 1m separation can be achieved.
If the advertising device is unilluminated the advertising device does not project outward more than 30mm from the wall; and	Not Applicable The signs will be illuminated.
If the advertising device is illuminated the advertising device does not project outward more than 200mm from the wall and is internally illuminated; and	Complies The advertising signs will be internally illuminated by light boxes, and are proposed to be 200mm deep.



4. CONCLUSION

This application seeks a PDA development permit, on behalf of *Home Investment Consortium Company Pty Ltd*, for Operational Works for advertising devices at 22 Frazer Street, Southport.

The proposed advertising devices comply with all the relevant PDA-wide criteria and the relevant Gold Coast City Plan requirements and relevant subordinate local law. Therefore, it is recommended that Economic Development Queensland approve this development application, subject to reasonable and relevant conditions.

If you have any questions regarding this application, please do not hesitate to contact the undersigned or Adam Donaldson (Consultant) on +61 7 3007 3530.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Liam Martin". The signature is fluid and cursive, with a long, sweeping underline.

Liam Martin
Associate Director
+61 7 5600 0656
lmartin@urbis.com.au