



24 January 2025

Stockland Development Pty Ltd
C/- Urbis Pty Ltd
Att: Matthew Ceccato and Beth Foley
Level 32, 300 George Street
BRISBANE CITY QLD 4000

Email: mceccato@urbis.com.au; bfoley@urbis.com.au

Dear Matthew and Beth

Section 99 Approval - Application to Change PDA Development Approval
Material Change of Use for Operational Work for Advertising Devices (3 Billboards) at
Bruce Highway and Bells Creek Road, Caloundra South described as Lot 8 on SP334576

On 24 January 2025 the Minister for Economic Development Queensland (MEDQ) decided to grant **all** of the amendment application applied for, subject to PDA development conditions set out in this PDA decision notice.

The PDA decision notice and approved plans/documents can be viewed in the MEDQ Development Approvals Register via the Department website [Current applications and approvals](#).

If you require any further information, please contact Mr Ali Rizayee, Planner, Development Assessment, in Economic Development Queensland, by telephone on (07) 3452 7880 or at Ali.Rizayee@edq.qld.gov.au, who will assist.

Yours sincerely

Amanda Dryden
Director
Development Assessment
Economic Development Queensland



PDA Decision Notice – Approval

Site information		
Name of priority development area (PDA)	Caloundra South	
Site address	Bruce Highway and Bells Creek Road, Caloundra South	
Lot on plan description	Lot number	Plan description
	Lot 8	SP334576
PDA development application details		
DEV reference number	DEV2012/213/5	
'Properly made' date	23 October 2024	
Type of application	☐ PDA development application for: ☐ Material change of use ☐ Preliminary approval ☐ Development permit ☐ Reconfiguring a lot ☐ Preliminary approval ☐ Development permit ☐ Operational work ☐ Preliminary approval ☐ Development permit ☒ Application to change PDA development approval ☐ Application to extend currency period	
Description of proposal applied for	Advertising Devices (3 Billboards)	
PDA development approval details		
Decision of the MEDQ	The MEDQ has decided to grant all of the PDA development approval applied for, subject to PDA development conditions forming part of this decision notice The approval is for: Relocation and consolidation of two (2) approved advertising devices, being billboard B and C	
Original Decision date	24 August 2012	
1 st Change to approval date	27 November 2012	
2 nd Change to approval date	3 June 2015	
3 rd Change to approval date	24 January 2025	
Currency period	5 years from original decision date (Duration of Approval 40 Years from original decision date)	
Assessment Team		
Assessment Manager (Lead)	Ali Rizayee, Planner	
Manager	Jennifer Sneesby, Manager	
Engineer	N/A	
Delegate	Amanda Dryden, Director	

Approved plans and documents

The plans and documents approved by the MEDQ and referred to in the PDA development conditions for the PDA development approval are detailed below.

Approved plans and documents		Number	Date
1.	Stockland Aura Bruce Highway Nth V Billboard, prepared by Braggs Signage	J003492/P.1 Version: 2	14/11/2024
2.	Sign Details prepared by Laurie Oar & Associates Pty. Ltd. Consulting Civil & Structural Engineers	Job No. 24-087 Drg. No. S01 Rev. Mk.	April 2024
3.	Billboard Lot 869 Proposal Plan, prepared by RPS AAP Consulting Pty Ltd	Plan Reference: 124697-16-292a	3/12/2024
4.	Bruce Highway Landscape Acoustic Mound Billboard Shade Impact, prepared by URBIS		29/11/2024
Plans and documents previously approved on 3 June 2015		Number	Date
1.	Proposed Sign Location	7100-227B	18/5/2015 (as amended in red 3 June 2015)
2.	Proposed Signage Locations - Nearmap Aerial Photo	N/A	28/06/12 (as amended in red 3 June 2015)
Plans and documents previously approved on 24 August 2012		Number	Date
1.	Signage Structural Plan & Typical Section (Multi Post Option) prepared by Brown Consulting.	SK01 Rev 2	16/12/11
2.	Signage Structural Plan & Typical Section (Single Post Option) prepared by Brown Consulting.	SK02 Rev 2	16/12/11

Preamble, Abbreviations, and Definitions

PREAMBLE

Nil

ABBREVIATIONS AND DEFINITIONS

The following is a list of abbreviations utilised in this approval:

EDQ means Economic Development Queensland.

EDQ DA means Economic Development Queensland's – Development Assessment team.

EDQ IS means Economic Development Queensland's – Infrastructure Solutions team.

MEDQ means the Minister for Economic Development Queensland.

PDA means Priority Development Area.

RPEQ means Registered Professional Engineer of Queensland.

Submitting Documentation to EDQ

Where a condition of this approval requires documentation to be submitted to either EDQ DA or EDQ IS, use the following email addresses:

a) EDQ DA: pdadevelopmentassessment@edq.qld.gov.au

b) EDQ IS: PrePostConstruction@edq.qld.gov.au

PDA Development Conditions

No.	Condition	Timing
1.	Carry out the approved development Carry out the approved development generally in accordance with the approved drawing(s) and/or documents.	As indicated
2.	Maintain the approved development Maintain the approved document (including landscaping, parking, driveways and other external spaces) in accordance with the approved drawing(s) and or/documents, and any other relevant approvals required by the conditions.	As indicated
3.	Complete all building work Complete all building work associated with this development approval including work required by any of the conditions included in the Conditions Package. Such building work is to be carried out generally in accordance with the approved drawing(s) and/or documents.	Prior to commencement of use
3A.	Amend the PoD Amend the PoD to remove the existing advertising lots (Lots 886 and 867) and associated access easements and include the new consolidated advertising device lot and associated access easements.	Prior to commencement of works
4.	Billboard advertising The billboards shall only be used for the advertising of the development. No third party advertising is permitted on the billboards unless associated with promoting the Caloundra South project.	To be maintained
5.	Colour Treatment The billboards and advertising skins are to be treated so as to reduce glare and reflectivity.	Prior to commencement of use and to be maintained

PDA Development Conditions		
No.	Condition	Timing
6.	Duration of Approval This PDA development approval is for a period of 40 years, or until the last lot in the Caloundra South estate is sold, whichever is the sooner, from the date of this approval.	As indicated
7.	Relocate / Remove Redundant Billboards a) The advertising device shown on Stockland Aura Bruce Nth V Billboard, Job No. 24-087, Version: 2, Dated 14/11/2024, prepared by Braggs Signage must be relocated or removed by the developer at their own cost. b) At any such time that a billboard is no longer required, no longer functional or on land no longer owned by the developer, the developer will, unless otherwise agreed with EDQ Development Assessment, at its own cost, agree to remove the billboard and reinstate the land to a condition acceptable to EDQ Development Assessment.	a) Prior to completion of Works Contribution for the provision of an interchange on the Bruce Highway as identified in Caloundra South Priority Development Area Infrastructure Agreement (State Transport Infrastructure), Schedule 3 item number 1.1.2 b) To be maintained
8.	Relationship to Bruce Highway Visual and Acoustic Buffer The use of the advertising devices are to be established to ensure construction and maintenance of the Highway Visual and Acoustic Buffer identified on Map 7 of the Caloundra South Urban Development Area Development Scheme dated October 2011. The developer is to submit to EDQ Development Assessment a landscape master plan prepared by a suitably qualified consultant that: • Nominates the location of the signs at the western edge of the site and the extent of the proposed Highway Visual and Acoustic Buffer adjoining the advertising devices; • Demonstrates that there is sufficient land east of the advertising devices to establish the proposed Highway Visual and Acoustic Buffer; • Demonstrate that when the landscaping is fully established that the development east of the proposed Highway Visual and Acoustic Buffer is screened from the Bruce Highway; • Demonstrates that the location of the advertising devices does not impact on the construction and maintenance of the Highway Visual and Acoustic Buffer.	To be maintained

