

23 May 2024

Enquiries: Rebecca Taranto
Our Ref: OP 2024_5597/1(Doc ID:1228293)

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Dear Sir/Madam

FURTHER ISSUES LETTER
Operational Works (Advertising Device)
143-145 Port Douglas Road Port Douglas

Council refers to your development application that was received on 23/04/2024. An information request was issued on 3 May 2024 to which a response was received on 14 May 2024. Council wishes to advise that the assessment of your development application has identified issues that remain outstanding and require attention.

Concern is raised that the proposed sign which has total sign face/area of 19.25m² exceeds the maximum 10m² face area permitted under Table 9.4.2.3.c of the Advertising Devices code. Due to the scale of the sign, the proposal is considered not to be in keeping with the character and scale of the surrounding streetscape which is proliferated by landscaping and single storey dwellings and buildings. As a result, the proposal does not meet with the requirements of Table 9.4.2.3.8 of the Advertising Devices code which requires that;

9.4.2.3.8-Specific requirements for types of advertising devices, requires that freestanding signs;

Notwithstanding any other provisions of this code;

- (i) are consistent with the streetscape character of the area;*
- (ii) are of a scale and proportion consistent with the existing development and predominant land use in the area;*
- (iv) do not detract from or obscure any important view or vista.*

Furthermore, it is considered that the illuminated LED screen incorporated into the sign will add to the reverse visual amenity impacts and therefore, cannot meet with Performance Outcome PO2 (a) of the advertising Devices code. PO2 of the code is as follows;

PO2 An advertising device only incorporates illumination and lighting where it;

(a) is appropriate to its setting and is compatible with the amenity of the local area.

Concerns are also raised that as the proposal is to be located within the Landscape Values overlay- scenic buffer area, the proposal cannot meet with 9.4.2.2 Purpose (2) (d) of the Advertising Devices code. The purpose of the code is as follows;

(2) (d)- an advertising device does not adversely impact on visual amenity of a scenic route, heritage building or public open space.

What you need to do.

In its current form, the proposal is unlikely to be supported by Council. As the development is code assessable, the development needs to meet with the expectations of good design held by the community as interpreted by the applicable Planning Scheme codes. To facilitate assessment of the application, you are strongly advised to redesign the sign to address the applicable code requirements.

Further Discussions and Information

Given the nature of the issues at hand, Council is open to a technical meeting to discuss the matters at a level to enable a clear understanding that the development is capable of achieving the desired outcomes and can be conditioned. Please advise if you seek such a meeting.

Other

Please quote Council's application number OP 2024 5597/1 in all subsequent correspondence relating to this development application.

Should you require any clarification regarding this, please contact Rebecca Taranto on telephone 07 4099 9444.

Yours faithfully



For
Paul Hoyer
Manager Environment & Planning
