DELEGATED REPORT

SUBJECT: **SILVER VALLEY ESTATES SUPER FUND - OPERATIONAL WORKS - ADVERTISING DEVICE (WALL MOUNTED DIGITAL SIGN) - LOT 711 ON M3565 – 64 RANKIN STREET, MAREEBA - OPW/26/0007**

DATE: 3 November 2026

REPORT OFFICER'S TITLE: Supervisor Planning & Building

DEPARTMENT: Corporate and Community Services

APPLICATION DETAILS

APPLICATION		PREMISES	
APPLICANT	Silver Valley Estates Super Fund	**ADDRESS**	64 Rankin Street, Mareeba
DATE LODGED	2 October 2026	**RPD**	Lot 711 on M3565
TYPE OF APPROVAL	Development Permit		
PROPOSED DEVELOPMENT	Operational Works - Advertising Device (Wall Mounted Digital Sign)		

FILE NO	OPW/26/0007	**AREA**	989m^2
LODGED BY	Scope Town Planning	**OWNER**	A & E Rogato
PLANNING SCHEME	Mareeba Shire Council Planning Scheme 2016		
ZONE	Centre Zone		
LEVEL OF ASSESSMENT	Code Assessment		
SUBMISSIONS	N/A - Code Assessment Only		

ATTACHMENTS: 1. Proposal Plan/s

EXECUTIVE SUMMARY

Council is in receipt of a code assessable development application described in the above application details. Being code assessable, the application was not required to undergo public notification.

The application has been assessed against the Mareeba Shire Council Planning Scheme 2016 and the Far North Queensland Regional Plan and Infrastructure Plan 2026 and is not in conflict with any relevant aspect of either instrument.

It is recommended that the application be approved in full, subject to a suite of standard conditions previously determined to be reasonable and relevant for other digital signage approvals in the Mareeba CBD.

OFFICER'S RECOMMENDATION

1. That in relation to the following development application:

APPLICATION		PREMISES	
APPLICANT	Silver Valley Estates Super Fund	**ADDRESS**	64 Rankin Street, Mareeba
DATE LODGED	2 October 2026	**RPD**	Lot 711 on M3565
TYPE OF APPROVAL	Development Permit		
PROPOSED DEVELOPMENT	Operational Works - Advertising Device (Wall Mounted Digital Sign)		

and in accordance with the Planning Act 2016, the applicant be notified that the application for a development permit for the development specified in (A) is:

Approved by Council in accordance with the approved plans/documents listed in (B), subject to assessment manager conditions in (C), assessment manager's advice in (D), relevant period in (E), further permits in (F), and further approvals from Council listed in (G);

And

The assessment manager does **not** consider that the assessment manager's decision conflicts with a relevant instrument.

(A) APPROVED DEVELOPMENT: Development Permit for Operational Works - Advertising Device (Wall Mounted Digital Sign)

(B) APPROVED PLANS:

Plan/Document Number	Plan/Document Title	Prepared by	Dated
26021-1.0	Advertising Device Proposal Plan	Scope Town Planning	September 2026

(C) ASSESSMENT MANAGER'S CONDITIONS (COUNCIL)

(a) <u>Development assessable against the Planning Scheme</u>

1. Development must be carried out substantially in accordance with the approved plan/s and the facts and circumstances of the development as submitted with the application, subject to any alterations:

   - found necessary by Council's delegated officer at the time of examination of the engineering plans or during construction of the development because of particular engineering requirements; and
   - to ensure compliance with the following conditions of approval.

2. Timing of Effect

2.1 The conditions of the development permit must be complied with to the satisfaction of Council's delegated officer prior to the operation of the advertising device, unless otherwise stated in a specific condition of this approval.

3. General

Design and Construction

3.1 The design, installation and construction of the advertising device and any supporting structure/s must be certified as structural sound by a suitably qualified and experienced person.

Maintenance

3.2 Maintain the advertising device in a clean and tidy state and free from graffiti, at all times.

3.3 Ensure that any damage to the device is repaired or replaced to the satisfaction of Council, within 20 business days of the damage having occurred.

Connections

3.4 Ensure that any electricity or other similar service connections to the advertising device are concealed from public view.

Appearance and Operation

3.5 The advertising device must, at all times, comply with the following requirements:

3.5.1 The digital display of the advertising device must incorporate an automatic error detection system that will turn off the display, or display a blank screen, should the advertising device malfunction.

3.5.2 The digital display of the advertising device must incorporate a minimum of two (2) automated ambient light sensors capable of supporting a minimum of five (5) levels of stepped dimming to ensure digital display luminance can adjust automatically in response to surrounding ambient light conditions from dark of night to fully sunlit conditions.

3.5.3 The digital display of the advertising device must provide for onsite control, operation, configuration and diagnosis of the digital display.

3.5.4 Messages must remain static for a minimum dwell time of eight (8) seconds and are not to scroll across the digital display or incorporate flashing, blinking, revolving, pulsating, high contrast or rotating effects animation.

3.5.5 Each change of advertisement on the digital display is to be completed instantaneously (i.e. within 0.1 of a second).

3.5.6 The digital display of the advertising device must not be split to display multiple advertisements on the one digital display.

3.5.7 Advertisements must not display text, photographs or symbols depicting or mimicking, or that could be reasonably interpreted as depicting or mimicking, a traffic control device.

3.5.8 Advertisements must not invite traffic to move contrary to any traffic control device or turn where there is fast moving traffic.

3.5.9 Advertisements must not use colours in combinations or shapes that could be reasonably interpreted as a traffic control device.

3.5.10 Advertisements must only promote a single, self-contained advertisement message that is clear, succinct, legible and easily understood at a glance. The use of text components in a sequential manner, whereby text refers to or is reliant on previous or successive screen displays in order to convey an advertisement message is not permitted.

Note: An advertising message refers to the main point the advertisement is attempting to convey to its target audience. This condition seeks to ensure that drivers in particular are not required to spend an excessive amount of time reading and interpreting advertisements.

3.5.11 Changeover animation effects such as 'fade', 'zoom', or 'fly-in' between advertisements must not be used.

3.5.12 A blank black, white, or any coloured screen must not be displayed between advertisements.

3.5.13 Advertisements that comprise of, or incorporate moving visual images, such as videos or animations must not be displayed.

Note: Video refers to a recording or the streaming of moving visual images captured by or using a video camera. Animation refers to a simulation or movement created by displaying a series of pictures or frames either digitally or otherwise.

3.5.14 The advertising device must not be capable of playing audio nor synchronised with any outdoor sound system utilised for advertising purposes.

3.5.15 Indiscriminate use of colour must be avoided and adequate contrast provided between text components and their background to ensure legibility and readability of the advertisement at a glance.

3.5.16 Messages/images must not contain threatening or provocative content.

Illuminance and Luminance

3.6 Any lighting devices associated with the advertising device, such as sensory lighting, must be positioned on the Land and shielded so as not to cause glare or other nuisance to nearby residents or motorists. Night lighting must be designed, constructed and operated in accordance with '*Australian Standard AS4282 – Control of the obtrusive effects of outdoor lighting*'.

3.7 Ensure that maximum luminance levels for the advertising device are in accordance with ***Table 1: Luminance levels Advertising Device*** contained

within *Planning Scheme Policy 10 – Advertising Devices with an Electronic Display Component.*

Note: Illuminance refers to the intensity of light falling at a given place on a lighted surface when measured by a lux meter and expressed as luminous flux per unit area (otherwise known as lux (lx)). Luminance refers to the intensity of light per unit area of its source when measured by a luminance meter and expressed as candela per square meter (cd/m^2). It is often used to describe the perceived brightness of a light source.

3.8 Any change to luminance levels must be applied during a message/image transition, not while a message/image is being displayed.

3.9 The advertising device must be made of materials that do not produce glare and the device should be oriented to prevent glare from sunlight reflections.

Dimensions

3.10 The sign face area of the approved advertising device shall not exceed 8.4m^2 (4m x 2.1m).

(D) ASSESSMENT MANAGER'S ADVICE

(a) Compliance with Acts and Regulations

The erection and use of the building/structure must comply with the Building Act and all other relevant Acts, Regulations and Laws, and these approval conditions.

(F) RELEVANT PERIOD

When approval lapses if development not started (s.85)

- Two (2) years (starting the day the approval takes effect).

(G) OTHER NECESSARY DEVELOPMENT PERMITS AND/OR COMPLIANCE PERMITS

- Nil

(H) OTHER APPROVALS REQUIRED FROM COUNCIL

- Nil



Map Disclaimer:
Based on or contains data provided by the State of Queensland (Department of Environment and Resource Management) (2009). In consideration of the State permitting use of this data you acknowledge and agree that the State gives no warranty in relation to the data (including accuracy, reliability, completeness, currency or suitability) and accepts no liability (including without limitation, liability in negligence) for any loss, damage or costs (including consequential damage) relating to any use of the data. Data must not be used for direct marketing or be used in breach of the privacy laws.

THE SITE

The subject site is situated at 64 Rankin Street, Mareeba and is described as Lot 711 on M3565. The site is irregular in shape with a total area of 989m^2 and is zoned Centre under the Mareeba Shire Council Planning Scheme 2016. The site contains approximately 52 metres of frontage to Rankin Street and a further 26 metres of frontage to Walsh Street.

The site is improved by a number of business tenancies contained in 2 main buildings. The building on the western half of the site contains a dwelling unit above ground level. The site is adjoined to the south and west by Centre zoned land that contains the Mareeba Square (Coles) carpark.

BACKGROUND AND CONTEXT

Nil

PREVIOUS APPLICATIONS & APPROVALS

Nil

DESCRIPTION OF PROPOSED DEVELOPMENT

The development application seeks a Development Permit for Operational Works - Advertising Device (Wall Mounted Digital Sign) in accordance with the plans shown below and included as **Attachment 1**:



The proposed digital sign will predominately advertise businesses operating from the subject site, however will occasionally advertise off-site business and community events.

REGIONAL PLAN DESIGNATION

Far North Queensland Regional Plan and Infrastructure Plan 2026	
Potential Agricultural Expansion Area	No
Priority Agricultural Area	No
Priority Agricultural Area – Extractive Resources Precinct	No
Regional Biodiversity Corridor	No
Regional Land Use Category	Urban Footprint
Strategic Environmental Area	No
Wet Tropics WHA	No

PLANNING SCHEME DESIGNATIONS

Strategic Framework:	**Land Use Categories** • Centre Area **Transport Elements** • State Controlled Road • Local Collector Road • B-double Route • Principal Cycle Routes
Zone:	Centre zone
Overlays:	Airport Environs Overlay Transport Infrastructure Overlay

RELEVANT PLANNING INSTRUMENTS

Assessment of the proposed development against the relevant planning instruments is summarised as follows:-

(a) Regional Plan and Infrastructure Plan (Far North Queensland) 2026

Separate assessment against the Regional Plan is required because it is not adequately addressed within the current Planning Scheme. The Themes, Policy outcomes and Strategies contained within the Regional Plan relevant to the proposed development are as follows:

Theme 2 – Thriving economy

Policy Outcome 2 – Regional centres, precincts and sectors

Strategies

2.1 Support the preferred regional growth pattern, and promote self-containment and service delivery, through a regional network of activity centres (Map 10 and Tables 2 and 3).

2.2 Consolidate the growth of regional precincts and sectors (Map 11 and Table 3) and enable their intensification to drive investment, research and development.

2.3 Identify and support existing and emerging regional precincts and sectors (Map 11 and Table 3) including: a. marine b. aviation c. health d. knowledge, education and training e. defence f. agriculture g. sports, recreation and events h. tourism i. energy j. industry including waste management.

2.4 Support the co-location of mutually supportive and value-adding activities in regional activity centres, precincts and sectors (Maps 10 and 11 and Tables 2, 3 and 4) that do not compromise the primary function of the precinct.

2.5 Ensure future regional infrastructure planning recognises and supports regional activity centres, precincts and sectors.

2.6 Achieve a walkable, accessible, mixed-use urban form in proximity to regional activity centres to encourage interaction, collaboration and activation.

Comment

The application proposes the erection of a wall mounted digital sign within the Centre zone in the Mareeba CBD. The proposed development will be appropriately located in proximity to an existing digital billboard as well as other large freestanding static signage. The development will help further advance Mareeba's role as a regional activity centre.

The proposed development satisfies Strategies 2.1 – 2.6.

(b) State Planning Policy

Separate assessment against the State Planning Policy (SPP) is not required because the Mareeba Shire Council Planning Scheme appropriately integrates all relevant aspects of the SPP.

(c) Mareeba Shire Council Planning Scheme 2016

Relevant Development Codes

The following Development Codes are considered to be applicable to the assessment of the application:

6.2.1 Centre zone code
7.2.2 Mareeba local plan code
9.4.1 Advertising devices code

The application included a planning report and assessment against the planning scheme. An officer assessment has found that the application satisfies the relevant acceptable solutions (or probable solutions/performance criteria where no acceptable solution applies) of the relevant codes set out below, provided reasonable and relevant conditions are attached to any approval.

Relevant Codes	Comments
Centre zone code	The application complies or can be conditioned to comply with the relevant acceptable outcomes (or performance outcomes where no acceptable outcome has been provided) contained within the code. Where an acceptable outcome cannot be met, it is considered that the development can comply with the higher order performance outcome. Refer to code document for full commentary.
Mareeba local plan code	The application complies or can be conditioned to comply with the relevant acceptable outcomes (or performance outcomes where no acceptable outcome has been provided) contained within the code. Where an acceptable outcome cannot be met, it is considered that the development can comply with the higher order performance outcome. Refer to code document for full commentary.
Advertising devices code	The application complies or can be conditioned to comply with the relevant acceptable outcomes (or performance outcomes where no acceptable outcome has been provided) contained within the code. Where an acceptable outcome cannot be met, it is considered that the development can comply with the higher order performance outcome. Refer to code document for full commentary.

(e) Planning Scheme Policies/Infrastructure Charges Plan

The following planning scheme policies are relevant to the application:

Planning Scheme Policy 4 - FNQROC Regional Development Manual

A condition will be attached to any approval requiring all development works be designed and constructed in accordance with the FNQROC Development Manual.

REFERRALS

This application did not trigger referral to any Referral Agency.

Advice

This application did not trigger referral to any Advice Agency.

PLANNING DISCUSSION

Nil

Date Prepared: *3 November 2026*

DECISION BY DELEGATE

DECISION

Having considered the Officers report detailed above, I approve, as delegate of Council, the application subject to the conditions listed in the report.

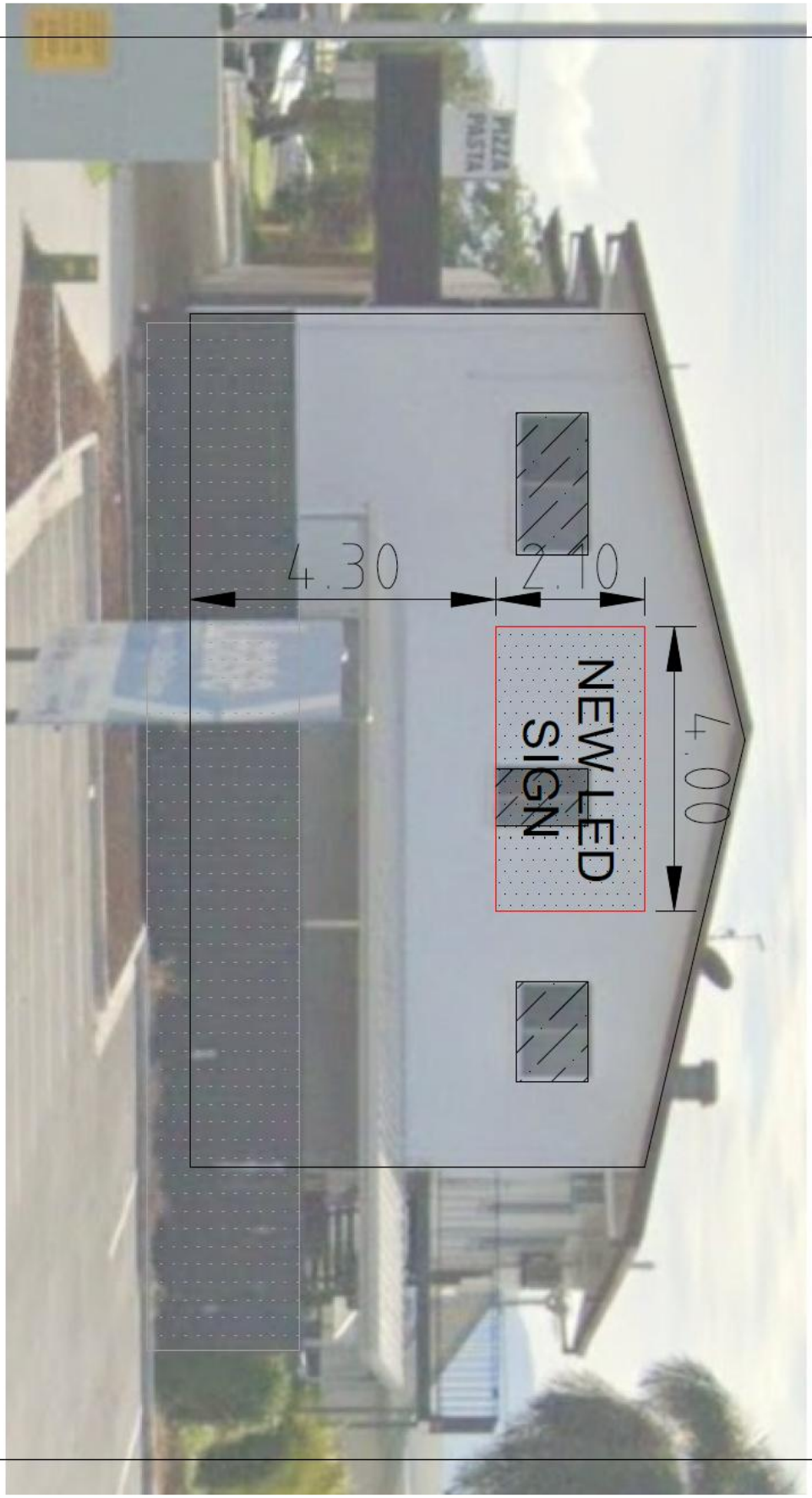
Dated the 3RD day of NOVEMBER 2026

BRIAN MILLARD
COORDINATOR PLANNING SERVICES

MAREEBA SHIRE
AS DELEGATE OF THE COUNCIL

ATTACHMENT 1

APPROVED PLANS



www.scopetownplanning.com.au	DRAWING REFERENCE: 26021-1.0	ADVERTISING DEVICE PROPOSAL PLAN	DRAWING ISSUE: 1.1		Scale: N.T.S.	NOTE: Sign area: 8.4m²
info@scopetownplanning.com.au	Prepared for: A. Rogatto	OPERATIONAL WORK : Advertising Device	Drawing:	Amendment:	Date:	COMMENTS:
SCOPE TOWN PLANNING	Job Number: 26021	LOCAL AUTHORITY: MAREEBA SHIRE COUNCIL				
	Date: September 2026	REAL PROPERTY ADDRESS: 711M3565				
	Drawn by: J. Burns	SITE ADDRESS: 64 RANKIN ST. MAREEBA QLD.				

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