

Refusal Grounds

1. The proposal fails to demonstrate a local need and benefit to the community sought by Clause 02.03.3 (Environmental Risks and Amenity - Amenity), Clause 17.02-1S (Business) and the purpose of Clause 32.08 (General Residential Zone) of the Yarra Ranges Planning Scheme;
2. The proposal fails to align with objectives and strategies of Clause 02 (Built Environment and Heritage), Clause 12.05 (Significance Environment and Landscapes), and Clause 15.01-1S (Urban design), 15.01-2S (Building Design), of the Yarra Ranges Planning Scheme, demonstrating a development scale, appearance and layout that is incongruous and disrespectful to the rural township character and identity, streetscape character and wider residential character;
3. The proposal fails to align with objectives and strategies of Clause 13.07-1S (Land use compatibility) and Clause 13.07-1L (Non-residential Uses in Residential) of the Yarra Ranges Planning Scheme with a use and development that is incompatible with the surrounding neighbourhood;
4. The proposal fails to align with the objectives and Strategies of Clause 12.05 (Significant Environment and Landscape Values), Clause 42.02 (Significant Landscape Overlay – Schedule 22) and Clause 43.02 (Design and Development Overlay - Schedule 8) of the Yarra Ranges Planning Scheme by not incorporating meaningful landscaping provisions to soften built form and activities and not incorporating tree replacement provisions to assist the development integrations into its identified surrounding landscape character;
5. The proposed signage fails to achieve an appropriate response in a Category 3 - High amenity area in that the proposal is promoting excessive visual clutter and visual disturbance to the streetscape character and Yarra Junction township rural character.