

Appendix 5 – Grounds of Refusal

1. The proposal is inconsistent with Council's Advertising Signs Policy at Clause 22.17 of the Melton Planning Scheme. In particular, the policy specifically discourages major promotion signs and sky signs in gateway locations and on open sites where they will be a dominant visual element in the landscape and detract from the visual amenity of a road. In addition, the policy also discourages distracting elements such as animated and electronic signs.
2. The proposal is inconsistent with Council's adopted of the Melton Planning Scheme
 - Discourages electronic signs that are not within Activity Centre or adjacent to a Freeway.
 - Discourage major promotion signs and sky signs in gateway locations.
 - Discourage major promotion signs and sky signs on open sites where they will be a dominant visual element in the landscape and detract from the visual amenity of the road.
3. The proposal is inconsistent with the decision guidelines provided in Clause 52.05 (Signs) of the Melton Planning Scheme. In particular, the proposal:
 - Is inconsistent with the existing and desired future character of the area.
 - Will dominate the skyline.
 - Will impact on the quality of significant public views (particularly, along Ryans Creek).