

**11.03-1L**

28/05/2021  
C122latr

**Activity centres**

**Strategies**

Facilitate development of regional commercial significance to locate within the Traralgon Primary Activity Centre.

Facilitate major office and institutions within the primary activity centre of Morwell.

Facilitate development in the activity centres of Moe and Churchill that support their role as secondary urban centres.

Support localised convenience retail, community and small business service needs within Neighbourhood and Local Activity Centres.

Establish Neighbourhood and Local Activity Centres in Traralgon, Morwell, Moe, Churchill as outlined in the Traralgon Town Structure Plan, Morwell Town Structure Plan, Moe-Newborough Town Structure Plan and Churchill Town Structure Plan in Clause 11.01-1L.

Discourage the establishment of new centres unless:

- There is demand to sustain its viability.
- Its establishment will not detrimentally affect existing centres, particularly existing main town neighbourhood and small town retail centres.

**Policy document**

Consider as relevant:

- *Latrobe Transit Centred Precincts* (David Lock Associates, SGS Economics & Planning, and PBAI Australia, 2004)