

Signage Strategy

Planning Scheme Amendment C151

Why is the Amendment Proposed?

The Amendment is required to implement the recommendations of the Latrobe City Signage Strategy 2025. The Latrobe City Council Planning Scheme Review 2024 recommended that a Signage Strategy be undertaken as further strategic work. This was required based on feedback received from planning permit applicants and planners to provide clearer direction about what and what is not supported for signage. It is proposed that this guidance will streamline the planning permit application process making it easier to apply and grant planning permits for signage.

The Strategy includes the following objectives:

- Addressing gaps in policy by adding clear objectives, strategies and policy guidelines at Clause 15.01-1L-01;
- Assisting applicants in understanding sign requirements, in particular what will and will not be supported in planning permit applications. It is proposed that this will remove the perceived red tape and make assessing and applying for planning permit applications faster if requirements are met;
- Providing a Council wide direction on signs through policy;
- Promoting a high standard of sign design; and
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.



Source: Latrobe City Council (2024).



Source: Latrobe City Council (2025).

Planning scheme amendment process

Aim

The amendment proposes to implement the recommendations of the Latrobe City Council Signage Strategy 2025 into the Latrobe Planning Scheme (the Strategy). The Strategy aims to streamline the planning permit application process by providing clarity and details about the types of signage that will be supported in the Latrobe Planning Scheme.

The amendment makes changes to the Planning Policy Framework and Activity Centre Zones introducing new and amended policy for the development of land for signage.

Specifically, the Amendment proposes the following changes:

Planning Policy Framework

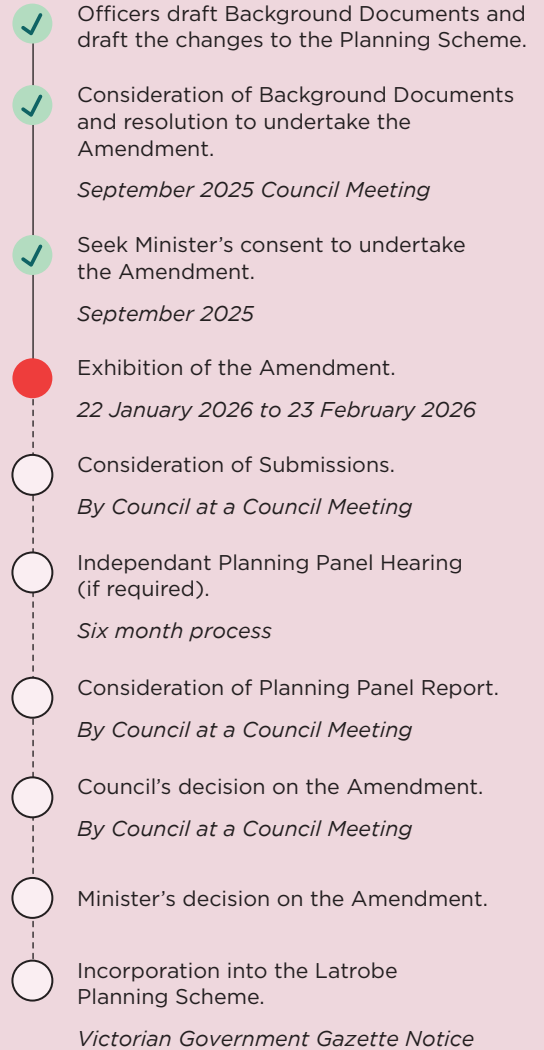
- Amends Clause 15.01-1L Urban Design and insert a new Clause 15.01-1L-01 Signs to include general Objectives, Strategies and Guidelines followed by the specific strategies of character areas.

Zones

- Amend policy to Clause 37.08 Activity Centre Zone, Schedule 1 Traralgon Activity Centre, to include relevant information regarding signs which is consistent with the Strategy.
- Amend policy to Clause 37.08 Activity Centre Zone, Schedule 2 Morwell Activity Centre, to include relevant information regarding signs which is consistent with the Strategy.

Operational Provisions

- Include the Latrobe City Signage Strategy 2025 in the Schedule of Clause 72.08 Background Documents.



Exhibition details

View the details

The changes to the planning scheme ordinance, and supporting documentation can be viewed online at:

www.latrobe.vic.gov.au/c151 or
www.planning.vic.gov.au/public-inspection

Hard copies can be viewed at our service centres during business hours at:

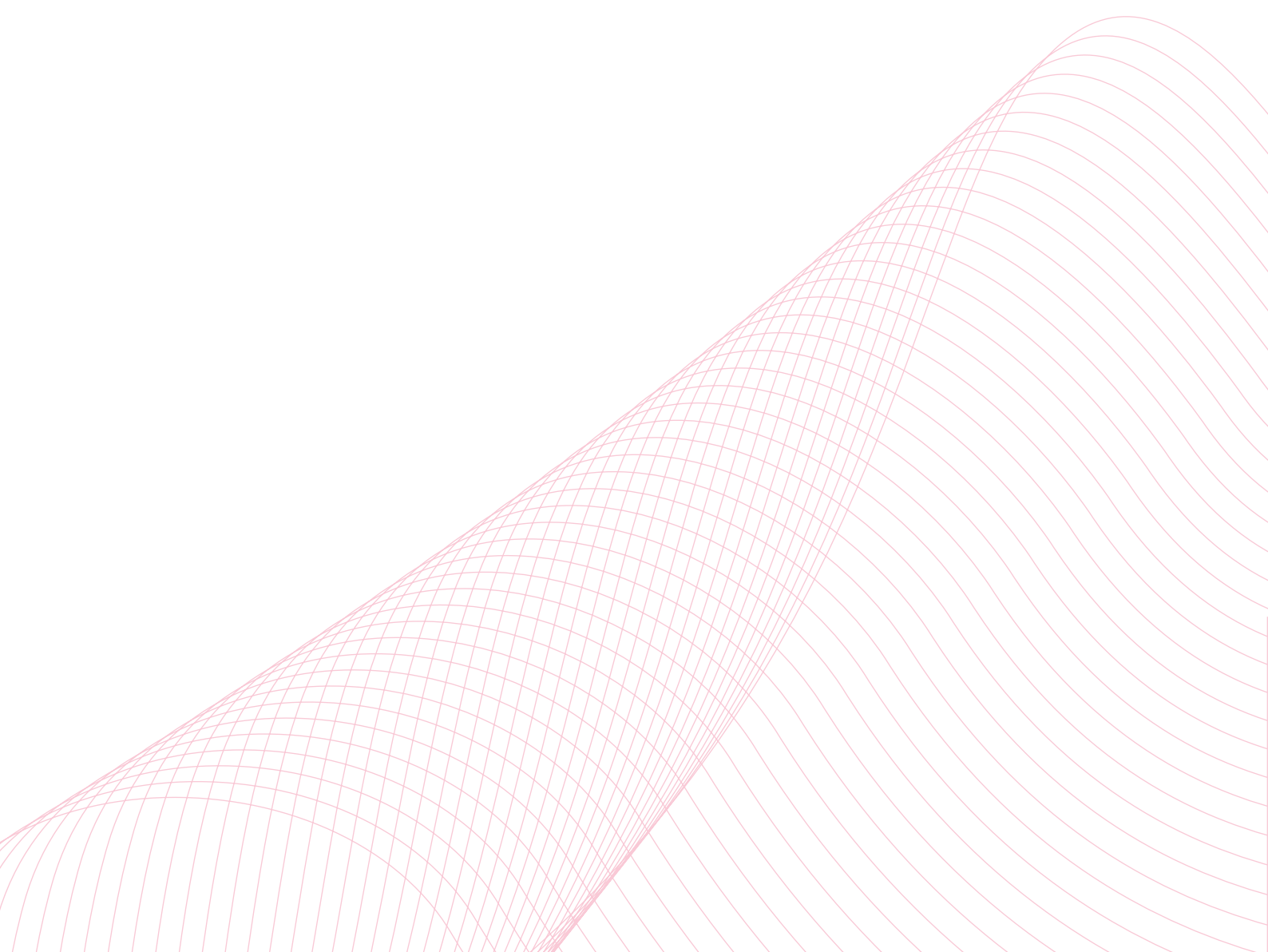
- 34-38 Kay Street, Traralgon
- 141 Commercial Road, Morwell
- 1/29 George Street, Moe
- 9-11 Phillip Parade, Churchill

Come and see us

You can drop-in at any time between the times specified below and speak to a council officer about the amendment.

Meeting Room 3 Moe Library Unit 1/29 George St, Moe	27 January 12pm to 6pm
Nambur Wariga Latrobe City Council Headquarters 141 Commercial Rd, Morwell	4 February 12pm to 6pm
Meeting Room 1 Churchill Community Hub 9/11 Phillip Parade, Churchill	6 February 12pm to 6pm
Function Room 1 Gippsland Performing Arts Centre GPAC 32 Kay St, Traralgon	11 February 10am to 7pm

If these times are not suitable for you, please phone us to discuss alternate options or drop into Latrobe City Council Headquarters in Morwell.



Have Your Say

We're looking for your feedback on proposed Amendment C151, here's how you can have your say:

Post

Latrobe City Council
Attention: Strategic Planning Department
PO Box 264 Morwell VIC 3840

Email

latrobe@latrobe.vic.gov.au
Attention: Strategic Planning

Online

www.yoursay.latrobe.vic.gov.au

We appreciate and value your contribution and look forward to receiving your input.

Privacy collection notice

Please note that all submissions must include your name and address to be considered.

Please note that in accordance with the Planning and Environment Act 1987, Council must make available for inspection, a copy of any submissions made to Amendment C151.

Submissions close at Monday 23 February 2025, 5pm.

Meaning of key terms

Character area

In planning, a character area is a specific zone identified by its unique set of physical and cultural features, such as streetscape patterns, building styles, vegetation, and natural formations. These areas are defined to help ensure that new development is consistent with the existing, preferred character, which is often detailed in planning documents called character statements or strategies.

Municipal Planning Strategy (MPS)

The MPS at Clause 2 of the planning scheme operates in conjunction with the PPF to provide the local policy context and direction for a planning scheme. It outlines the strategic direction for the municipality that has informed the preparation of the planning scheme.

The MPS is a succinct expression of the overarching strategic policy directions of the municipality, providing:

- the foundation for local policy based on a municipality's location, regional context, history, assets and strengths, key attributes and influences;
- an understanding of the matters that are important to the municipality from a planning perspective;
- the context for the local planning policies in the PPF; and
- an outline of what planning outcomes the municipality seeks to achieve, which are then implemented through controls and policy within the planning scheme.

The MPS changes over time in response to the changing needs of the municipality.

Incorporated and Background Documents

A planning scheme may incorporate a document that relates to the use, development or protection of land. Incorporated documents may inform the planning scheme, guide decision making or affect the operation of the scheme.

An incorporated document is included in the list at Clause 72.04 of the planning scheme. The document then forms part of and carries the same weight as other parts of the scheme and can only be changed by a planning scheme amendment.

At the local level, planning authorities may wish to incorporate their own documents using the schedule to Clause 72.04. Development guidelines, incorporated plans or restructure plans are common types of incorporated documents.

If an external document is mentioned in a planning scheme, but has not been formally incorporated, it is only regarded as a background document and carries less weight than if it forms part of the planning scheme.

For further information on incorporated and background documents, refer to Chapter 6.6 of the Practitioner's Guide to Victoria's Planning Schemes.

Operational Provisions

The operational provisions specify:

- How provisions of the planning scheme operate (for example, the Municipal Planning Scheme (MPS), Planning Policy Framework (PPF), zones, overlays, particular provisions and VicSmart).
- The administration and enforcement details of a planning scheme, including:
 - who the responsible authority is;
 - what area a planning scheme applies to;
 - incorporated documents; and
 - background documents.
- The meaning of terms used in a planning scheme.
- The strategic implementation details of a planning scheme, including:
 - the nature of zones, overlays and other provisions used in the planning scheme; and
 - further strategic work proposed for the planning scheme.

Particular Provisions

Particular provisions are specific prerequisites or planning provisions for a range of particular uses and developments, such as signs and car parking. They apply consistently across the state and there is no ability to include in planning schemes particular provisions that are not in the Victorian Planning

Provisions (VPP). Unless specified otherwise, the particular provisions apply in addition to the requirements of a zone or overlay. Some particular provisions have schedules for local requirements.

The particular provisions also include application requirements and decision guidelines for VicSmart applications in Clause 59.

Planning Policy Framework (PPF)

The Planning Policy Framework (PPF) is a collection of state, regional and local policies that guide land use and development decisions in Victoria. It is integrated into all planning schemes and provides a three-tiered structure (state, regional and local) to policy clearer, easier to navigate, and more consistent. The Framework sets the context for spatial planning and decision making, including how to accommodate population growth, manage housing change, and consider factors like neighbourhood character, infrastructure, and environmental impacts.

Victoria's long term strategy, Plan for Victoria is a plan to guide future growth and change over the next 25 years. The Plan has been integrated into the PPF through Amendment VC283 and all planning schemes, including the Latrobe City Planning Scheme has updated the PPF to give effect to Plan for Victoria's key strategic directions.

Schedule

Victorian planning schemes work on the idea that all planning schemes use the same zones and overlays. Certain components of zones and overlays can be

altered to allow area specific aims. These alterations are contained in schedules. Schedules act as a planning scheme specific variation to the main zone or overlay.

Zone

All land is subject to a zone. The planning scheme zones land for particular uses, for example, residential, commercial, industrial or other. The zones are listed in the Latrobe Planning Scheme and each zone has a purpose and set of requirements. This information describes if a planning permit is required, and the matters that the Council must consider before deciding to grant a permit.

A zone may also specify information that must be submitted with a planning permit application. The zone also contains information relating to land uses, subdivision of land, construction of new buildings and other changes to the land. The zone will also list any classes of building and works that can be assessed under the VicSmart shorter permit application process.

A zone sets out land use controls in a table of uses categorised into three sections:

- **Section 1:** Land uses that do not require a planning permit;
- **Section 2:** Land uses that require a planning permit; and
- **Section 3:** Prohibited uses.

Some uses are not allowed on land in a zone because they may conflict with other uses; for example, industry is prohibited in the General Residential Zone.

A use that is not specifically mentioned is covered by a reference to 'any other use'. These are usually found in section 2 and sometimes in section 3.

Sometimes a use in section 1 or section 2 must meet specified conditions. If these conditions are not met, the use may require a permit or may be prohibited.

The table of uses refers specifically to the use of land and not to the development of land.



Phone 1300 367 700

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www.latrobe.vic.gov.au

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141 Commercial Road, Morwell

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63-65 Elgin Street, Morwell

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Moe Service Centre and Library
1-29 George Street, Moe

Traralgon

Traralgon Service Centre and Library
34-38 Kay Street, Traralgon

Churchill

Churchill Community Hub
9-11 Philip Parade, Churchill

For more information

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To obtain this information in languages other than English, or in other formats, please contact Latrobe City Council on 1300 367 700.

This information in this document is correct as at the date of publication but is subject to change. Please check the Latrobe City Council website www.latrobe.vic.gov.au to make sure this is the latest version.

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