

LATROBE CITY SIGNAGE BACKGROUND REVIEW 2025

<i>Version</i>	<i>Document</i>	<i>PM Approved</i>	<i>PD Approved</i>	<i>Date</i>
1	Signage Background Review	BG	LD	8/09/2025

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1. PROJECT EXECUTIVE SUMMARY

This section includes details relevant to the overarching scope of work on signage.

1.1 PURPOSE

The project sets out to guide future planning applications that incorporate signage and inform Planning Policy Framework in the Latrobe Planning Scheme.

1.2 OBJECTIVES

The objectives of the project includes:

- Identifying and addressing gaps in policy;
- Assisting applicants in understanding sign requirements and removal of perceived red tape;
- 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.

1.3 PROJECT METHODOLOGY

The methodology adopted in the project incorporates a comprehensive approach including a review of various contextual matters within the local environment.

This approach will ensure well informed recommendations are documented which will provide guidance and support policy changes from the identified issues and opportunities.

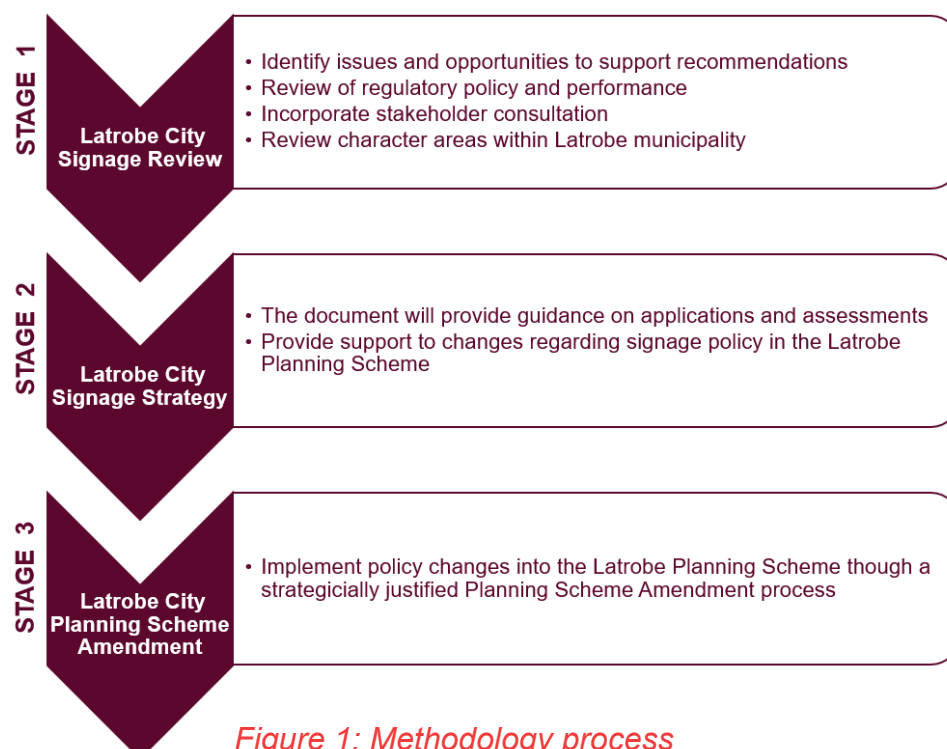


Figure 1: Methodology process

2. SIGN CHARACTERISTICS

2.1 WHAT IS A SIGN

Details and definitions relevant to signs are included in the Latrobe Planning Scheme, although from a broader perspective, a sign is an object that communicates a message. The message is generally consistent to identify, advertise or provide direction.

Signs communicate their information via painted, film coated, printed, projected, or incised surfaces with electronic signage such as screens becoming more common.

Signs may include text, characters, logos, colours, patterns or objects to communicate a message.

2.2 PURPOSE OF SIGNS

The purpose of signs is to effectively identify a business or communicate a message. To be effective a sign should:

- Be placed where it is visible to potential audience;
- Present a clear image; and
- Be safe and durable.

The height location of a sign should consider the perspective of its intended audience such as:

- High Height- Stand alone business, viewed from a passing road or open space;
- Traffic Height- Viewed from roads and transportation; and
- Pedestrian Height- To be utilised in narrow streets where buildings cannot be viewed from a long distance such as town centres.

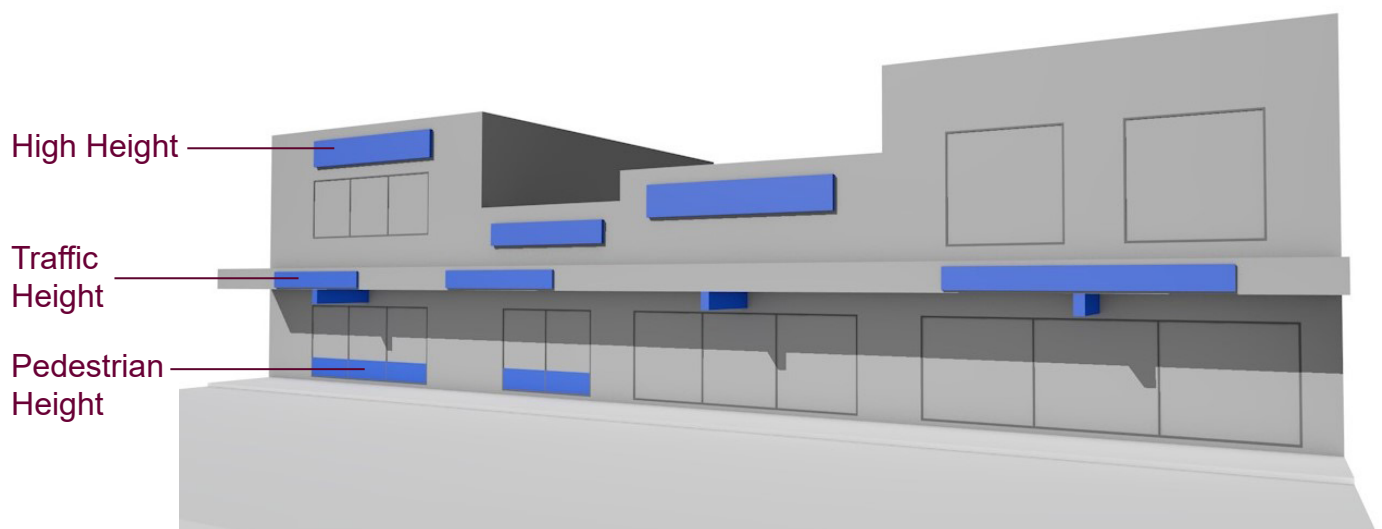


Figure 2: Signage Height Diagram

3. EXISTING POLICY

3.1 PLANNING POLICY FRAMEWORK

This section details the relevant objectives, strategies and Background Documents in the Latrobe Planning Scheme which relate to Signage.

3.1.1 Clause 15.01-1S Urban Design- Latrobe Planning Scheme

Clause 15.01-1S Urban Design of the Latrobe Planning Scheme has the following objective:

- *To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.*

Strategies to achieve this objective in relation to signage include:

- *Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.*
- *Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*

3.1.2 Clause 15.01-1L Urban design- Latrobe Planning Scheme

Clause 15.01-1L Urban Design of the Latrobe Planning Scheme has the following Strategies which relate to Signage:

- *Encourage built form that provides and enhances passive surveillance.*
- *Encourage all retail outlets to provide active street frontages, including low level signs to street frontages and by avoiding blank walls.*

It also includes a policy guideline to:

- *Encourage commercial development that:*
 - *Incorporates signs that complements the host building and does not dominate the streetscape so as to cause visual clutter.*

Clause 15.01-1 provides little guidance for signage from the Strategies derived from background document *Urban Design Guidelines for Victoria (Department of Environment, Land, Water and Planning, 2017)*.

3.1.3 Planning Policy Framework Summary

Planning Policy Framework provides high level direction on signs. While some direction is provided, there is opportunity to improve the level of detail through local context. A Local Clause on signs would assist in further guidance throughout the Planning Scheme and should be considered to be implemented following review on signs in Latrobe City Council.

3.2 ZONES

3.2.1 Schedule to 36.02 Public Park and Recreation Zone (PPRZ)

The schedule to Clause 36.02 to the Public Park and Recreation Zone includes 'Sign requirements' table which specifies the Sign Category for recreation facilities, including:

- Regional Facilities – Category 2 (Office and Industrial).
- Local Facilities – Category 3 (High Amenity Areas).
- Facilities not listed – Category 4 (Sensitive Areas).

This allows for development of signage on Latrobe City Council's recreation facility in accordance Recreation Reserves and Facilities Signage Policy December 2022.

The Latrobe City Council Recreation Reserves and Facilities Signage Policy and changes to the schedule to Public Park and Recreation Zone was implemented through Amendment C101. Amendment C101 implemented the recommendations of the Latrobe Planning Scheme Review 2014. The Amendment was gazetted into the Latrobe Planning Scheme 6 March 2020.

The Latrobe City Council Recreation Reserves and Facilities Signage Policy and the Planning Scheme subsequently amended through Amendment C132 on 29 August 2024 which made minor correction to names and categories of reserves.

3.2.2 Schedule 1 & 2 to 37.08 Activity Centre Zone (ACZ)

The schedules provide guidance on design and development relating to Signage and Lighting. In particular the Section 4.4 Design and Development requirements for Signage and Lighting include:

Schedule 1 and 2 to Clause 37.08 Activity Centre Zone:

- *Signs should not be disproportionate to buildings and streetscape to avoid overwhelming them.*
- *Signs should not protrude above the parapet.*
- *The proportion and scale of signs should complement the prevailing sign character in the streetscape.*
- *Encourage illumination of building façades where lighting is well integrated into the façade design, subject to no light spilling into adjoining residential areas and areas with shop-top housing.*

In addition, Schedule 2 to Clause 37.08 Activity Centre Zone also includes:

- *Street panel signs are discouraged as well as projecting signs above cantilevered awnings.*
- *Where illuminated signs are proposed, ensure light spill to nearby residential land is avoided*
- *Painted or fixed signage on windows should be avoided.*
- *Business identification signs should form part of the overall design of the building as to not be visually dominant.*

Schedules 1 and 2 to Clause 37.08 of the Activity Centre Zone were introduced into the Latrobe Planning Scheme through the implementation Amendment C106 Traralgon Activity Centre Plan and Amendment C137 Morwell Activity Centre Plan.

Amendment C106 was gazetted on 7 February 2019 and Amendment C137 on 2 June 2023 into the Latrobe Planning Scheme.

3.2.3 Zones Summary

The review of Zones identifies that there is minimal direction on signage. While other policy amendments may seek to make changes relevant to signage in subject areas, there is opportunity to develop on policy direct to signage. Having a developed policy would provide assistance to planning provisions relevant to character areas, visual impacts and built environments.

3.3 PARTICULAR PROVISIONS

3.3.1 Clause 52.05 Signs- Latrobe Planning Scheme

Clause 52.05 of the Latrobe Planning Scheme relates to Sign applications. In particular applications the purpose of the Clause is to;

- *Regulate the development of land for signs and associated structures.*
- *Ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.*
- *Ensure signs do not contribute to excessive visual clutter or visual disorder.*
- *Ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road*

There is nothing specified in the Schedule to Clause 52.05 in the Latrobe Planning Scheme. The below summarises the categories included in Clause 52.05.

Table 1: Sign category table

Category (Limitation)	Area	Purpose	Zones
1 (Minimum)	Commercial	To provide for identification and promotion signs and signs that add vitality and colour to commercial areas	<ul style="list-style-type: none"> • Commercial Activity Centre
2 (Low)	Office & Industrial	To provide for adequate identification signs and signs that are appropriate to office and industrial areas	<ul style="list-style-type: none"> • Industrial
3 (Medium)	High Amenity	To ensure that signs in high-amenity areas are orderly, of good design and do not detract from the appearance of the building on which a sign is displayed or the surrounding area	<ul style="list-style-type: none"> • General Residential • Neighbourhood Residential • Low Density Residential • Mixed Use Township • Rural Living • Urban Growth
4 (Maximum)	Sensitive	To provide for unobtrusive signs in areas requiring strong amenity control	<ul style="list-style-type: none"> • Farming • Public Use • Public Park & Recreation Special Use

3.3.2 Particular Provisions Summary

The Particular Provision Clause provides the most direction on signage in the Latrobe Planning Scheme. Details on signage included in Clause 52.05 provide guidance on the requirements and conditions of applications, including the category of signage control that applies to specific zones. These categories ensure that signage is compatible with the amenity and visual appearance of the direct and surrounding area.

3.4 OPERATIONAL PROVISIONS

3.4.1 Clause 73.02 Sign Terms- Latrobe Planning Scheme

The following table included in Clause 73.02 of the Latrobe Planning Scheme lists terms which are referred to in Clause 52.05 Signs of the Latrobe Planning Scheme, to ensure clear understanding of terms.

Table 2: Table from Clause 73.02

<i>Sign Term</i>	<i>Definition</i>
Above- verandah sign	A sign above a verandah or, if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metre outside the site.
Display area	The area of that part of a sign used to display its content, including borders, surrounds and logo boxes. It does not include safety devices, platforms and lighting structures. If the sign does not move or rotate, the area is one side only.
Animated sign	A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.
Bed and breakfast sign	A sign at a dwelling that advertises bed and breakfast accommodation in the dwelling.
Bunting sign	An advertisement that consists of bunting, streamers, flags, windvanes, or the like.
Business identification sign	A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.
Electronic sign	A sign that can be updated electronically. It includes screens broadcasting still or moving images.
Floodlit sign	A sign illuminated by external lighting provided for that purpose.
High-wall sign	A sign on the wall of a building so that part of it is more than 10 metres above the ground.
Home based business sign	A sign at a dwelling that advertises a home based business carried on in the dwelling, or on the land around the dwelling.
Internally illuminated sign	A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.
Major promotion sign	A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
Panel sign	A sign with an advertisement area exceeding 10 square metres.

Pole sign	A sign: a) on a pole or pylon that is not part of a building or another structure; b) that is no more than 7 metres above the ground; c) with an advertisement area not exceeding 6 square metres; and d) that has a clearance under it of at least 2.7 metres.
Promotion sign	A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
Reflective sign	A sign finished with material specifically made to reflect external light.
Sign	Includes a structure specifically built to support or illuminate a sign.
Sky sign	A sign: a) on or above the roof of a building, but not a verandah; b) fixed to the wall of a building and which projects above the wall; or c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.

3.4.2 Operational Provisions Summary

The Operational Provisions provide definitions on the terms used regarding signage. While these terms assist in providing guidance on the specifics of planning matters, Council Officers identified gaps in the interpretation for some terms when assessing planning permit applications, it is noted that Clause 73.02 was last amended in July 2018. These details demonstrate that there is an opportunity to improve policy and to assist in defining further matters not already included in state policy.

Photo 1: Commercial Road, Morwell



3.5 BACKGROUND DOCUMENTS

The following documents are background documents at Clause 72.08 of the Latrobe Planning Scheme which are relevant to signage.

3.5.1 The Urban Design Guidelines for Victoria (Department of Environment, Land, Water and Planning, 2017).

To ensure signs contribute to the amenity and local character of an area:

- Scale advertising signs to be consistent with the surrounding urban context. (Large signs can impede sight lines and views. Refer to detailed guidance in the Victoria Planning Provisions Clause 52.05 Advertising signs).
- Consolidate multiple messages into a single sign.

To ensure sensitive uses adjacent to illuminated signage are protected from light spill:

- Where a sign is illuminated, shield light spill to adjacent sensitive uses. (Illuminated signs can cause glare and dazzle viewers at night, and intrude into sensitive uses).

To manage the placement, currency and design of signs in public spaces:

- Undertake a periodic review of signs in public spaces.
- Maintain up-to-date information on signs, and remove redundant signs.

3.5.2 Recreation Reserves and Facilities Signage Policy (December 2022)

The Latrobe Planning Scheme prohibits the display of promotional signs in Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ).

Latrobe City Councils 'Recreation Reserves and Facilities Signage Policy' provides guidelines for the review and approval of requests from sporting clubs and public land managers to display promotional signs and to temporarily name Council recreation reserves for sponsorship purposes.

3.5.3 Traralgon Activity Centre Plan 2018

The Traralgon Activity Centre Plan guides the future land use and development in a coordinated manner and provides greater certainty for all stakeholders for desired outcomes for use and development in the Traralgon Central Business District. It provides direction around appropriate signage outcomes and led to the directions in Schedule 1 to the Activity Centre Zone.

3.5.4 Morwell Activity Centre Plan 2022

The Morwell Activity Centre Plan guides the future land use and development in a coordinated manner and provides greater certainty for all stakeholders for desired outcomes for use and development in the Morwell Central Business District. It provides direction around appropriate signage outcomes and led to the directions in Schedule 2 to the Activity Centre Zone.

3.5.5 Background Documents Summary

The background documents that inform the Latrobe Planning Scheme are directed to state policy and land that is used by the public such as reserves and facilities. This exposes the need for further work to be completed in the development of background documentation in order to provide greater guidance to inform local policy.

4. REGULATORY FRAMEWORK PERFORMANCE

4.1 PLANNING PERMIT APPLICATIONS

A review of planning permit decisions at Latrobe City Council for sign applications within the last five financial years is included below:

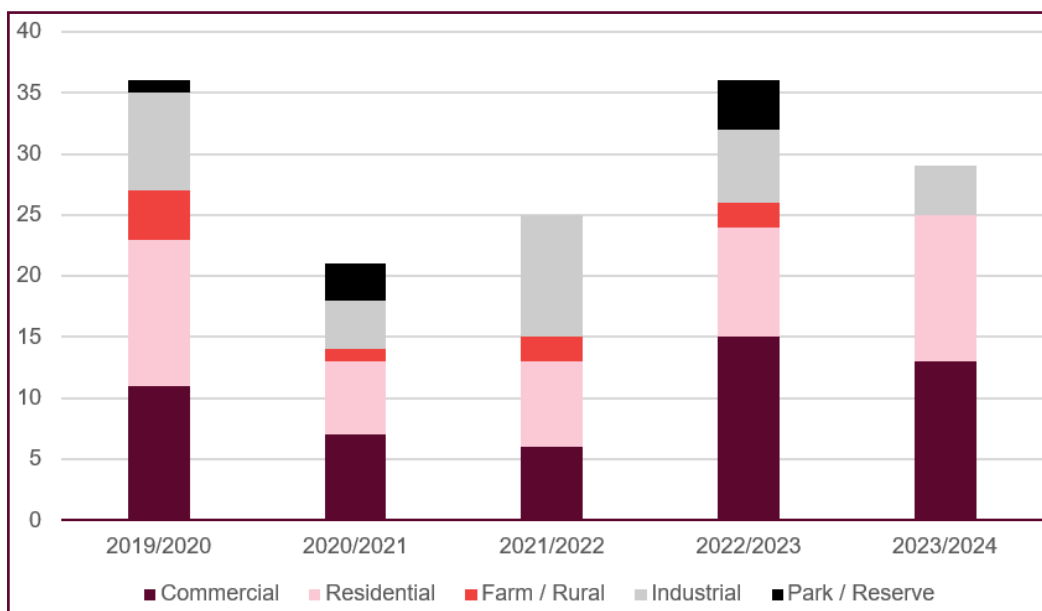
Table 3: Sign application data table

	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Total
Commercial	11	7	6	15	13	52
Residential	12	6	7	9	12	46
Farm / Rural	4	1	2	2	0	9
Industrial	8	4	10	6	4	32
Park / Reserve	1	3	0	4	0	8
Total	36	21	25	36	29	147

The information reveals commercial areas receive the most applications, with exception of the number of applications received during the height of the COVID 19 pandemic. Applications in commercial areas are constantly higher than other areas.

Commercial and residential are the primary areas of focus for signage as they contribute to 75% of applications. This is considering the mixed use zone is classified as a residential zone, even though it typically contains shops or other retail uses that are consistent with commercially zoned land.

Figure 3: Sign application data graph



4.1.1 Planning Permit Application Summary

Based on the application data included in table 3 and figure 3, it is anticipated that the forecast total number of applications per year will be 30+. While there may be a number of signs that do not require a permit due to their circumstances of replacing like for like, a key objective of the signage strategy is to facilitate planning permit applications in an effort to reduce the amount of non-compliant signs that have not obtained a planning permit. The advantages in having this planning policy and guidelines will benefit not only applicants but also the anticipated workload for Council.

5. CONSULTATION

5.1 COUNCIL OFFICER CONSULTATION

Consultation with Council Officers included surveys and meetings, while such departments as Economic Development and Local Laws were involved, the statutory planning officers provided the highest level of participation, this consultation provided the below information:

- Current signs in towns of Latrobe do not present the area in good manner;
- Current policy does not assist in communicating design elements to applicants for sign permits;
- More information is required in the Planning Scheme as it holds more weight than a background or incorporated document;
- Greater guidance is required on what will or won't be supported to assist in refining application expectations;
- External stakeholders were identified in real estate agents and business owners;
- A review of existing sign permits is required to ensure they are maintained, as per planning permit conditions and removed from redundant business;
- Further consideration of heritage should be identified in applications when assessing permits;
- It was found that majority of the public are not aware a permit may be required for signs; and
- Compliance is a large issue, especially in Activity Centre Zones to façade glazing of buildings.

5.1.1 Council Officer Consultation Summary

The response to Council Officer consultation provided details on the issues and opportunities from people who assess applications. From this information key gaps in policy are identified leading to recommendations in:

- Providing details on characteristics of the types of signs, including illustrations to assist applicants in understanding planning policy and reference for assessment standards;
- Developing a policy that can be utilised by the public to determine if a planning permit is required;
- Reviewing the existing signs within town centers to identify non-compliant and out of character details where present; and
- Clear details required on the maintenance and condition of signs.

5.2 EXTERNAL STAKEHOLDER CONSULTATION

A key objective in the review of signage is to assist applicants in understanding signage requirements and the removal of perceived red tape, external stakeholder consultation is significant in understanding the issues and opportunities relative to this.

External stakeholders were identified through consultation with internal stakeholders. The external stakeholders included business owners and real estate agents, as they either prepare or consult with people who prepare applications. These stakeholders were consulted through surveys to understand their experience in applying for planning permits that contained signage. Listed below are the common findings:

- Most people perceive sign requirements as strict, which may impact on the ability to provide the signs they prefer;
- It is difficult to understand provisions of signs in the Planning Scheme, details are complex and almost always require assistance of Council Officers. This assistance requires discussions in person and via phone call, as written assistance such as emails are too complicated;
- Although technical, sign permits are commonly seen as a minor item in comparison to other planning requirements when completing planning permit applications. In many instances, there is a lack of understanding regarding what is deemed appropriate or will receive approval; and
- It is thought that when a proposed sign is intended to replace an existing sign, a planning permit is not necessary.

5.2.1 External Stakeholder Consultation Summary

The information provided from external and internal stakeholders was varying in perspective but of similar context and consistency on subjects.

A strong connection is established between the objectives of the signage review and information received from external stakeholder consultation. This information provides direction for the inclusions of the signage strategy, including:

- The need for a document to assist in the understanding of technical planning policy matters.
- Clear representation on the context of signs in differing areas, incorporating visual demonstration on the appearance of signs in these areas.
- Providing details on matters raised by stakeholders which are not included in current policy.

6. AREAS REVIEW

6.1 CHARACTER AREAS REVIEW

A true understanding to the role of signage in Latrobe is achieved through review of character areas. Character areas have been developed which group similar areas across the municipality to provide ease of assessment and consideration of similar issues and opportunities. These character areas are identified through zone, sign category (as specified in Clause 52.05) and a description of the area including details on built form, streetscape environment, etc.

The signage of these areas was reviewed to document the issues and opportunities. The identified character areas include:

- Regional and Subregional Retail Centres;
- Large Town Centres;
- Shopping Centres, Big Box Retail and Industrial;
- Neighbourhood and Local Activity Centres;
- Small Town Centres;
- Residential and Rural Areas;
- Heritage Places; and
- Major Promotion Signs.

Photo 2: Seymour Street Traralgon



6.1.1 Regional Retail Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell)

Zones: Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2) and Commercial 1 Zone (C1Z).

Sign Categories: 1 and 2, minimal area included in Category 3.

Description:

These areas form the Central Business District (CBD) of towns, consisting of structured grid formation roadways, varying built form and uses that are identified into precinct areas.

The varying characteristics of these precincts include central streets that are generally lined with continuous commercial buildings up to 3 storeys high, incorporating veranda coverings to footpath area. Fringe properties adjacent to less dense built form or traditional residential homes promote a different street scape and context of signage in consideration of surrounding areas.

The combination of streetscape built form, volume of pedestrian and vehicle movements, these areas include the highest concentration of signage in Latrobe City.

Table 4: Regional / Sub-regional Retail Centres Issues and Opportunities table

Issues

Opportunities

Excessive amounts of signage applied to building fronts including glazed areas restricts views between the inside of the building and street on the ground of buildings in key retail spaces, providing a negative impact on safety and active frontage.	Illustrations required to demonstrate what is deemed appropriate. The large amount of non compliant signs may require compliance intervention to assist in the matter.
Large electronic and illuminated signs especially at pedestrian level dominate areas they are featured, resulting in detrimental impact to the surrounding area.	Ensure policy provides detail on the preferred location in relation to the varying types of illuminated signs.
Large signs that are disproportionate to their host building and streetscape.	Provide understanding on the expected scale of signage in comparison to environment,
Inconsistency in types and size of signs located above verandah can dominate building facades and appear out of character to the area. Signs that are not applied to the development built form such as 'V' signs and panel signs with stand alone structure restrict line of sight and should not be encouraged.	Introduce policy on the matter, supported by visual demonstration to assist in defining issue.
Old signs, including frames and sign structures remain where they have deteriorated or new signs have not been installed in the same location.	Details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed with maintenance requirements.
Visual clutter resulting from excessive numbers and sizes of signs, as well as their placement.	Further detail required to assist applicants regarding the amount of signage deemed appropriate to the context of area.

6.1.2 Large Town Centre (Churchill)

Zone: Commercial 1 Zone (C1Z).

Sign Category: 1

Description:

The main development of the area includes shopping centres: Hazelwood Village and West Place and carparks that are orientated to central road Georgina Place, the other aspect of development is Phillip Parade which includes individually constructed buildings. Hazelwood Village includes 13 stores in a strip shopping configuration while West Place includes a large chain supermarket and retail stores along with smaller retail stores, consisting of 12 stores in total, 9 internal and 3 accessed from outside the centre.

The difference in development provides a contrast in built form and character of streetscape throughout the town centre. While the target audience for signage in these areas is unified, the contrast in development facilitates a difference in signage.

Issues

Opportunities

Active frontages eliminated due to signs applied to whole or most of shopfront glazing	Illustrations required to demonstrate policy and what is deemed appropriate.
Irregularity of signs in immediate area to one another.	Provide policy that supports a consistent appearance of signs within close proximity.
Old signs, including frames and structures remain where no or new signs are installed.	Ensure policy supports details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed.
Saturation of signs to smaller strip shopping stores	Further detail required to assist applicants regarding the amount of signage deemed appropriate to the context of area.

Table 5: Large Town Centre Issues and Opportunities table

Photo 3: Hazelwood Village Carpark, Churchill



6.1.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail

Zones: Commercial 1 Zone (C1Z) and Commercial 2 Zone (C2Z)

Sign Category: 1

Description:

Signage to industrial and big box retail areas share similar characteristics within Latrobe City. Therefore, it can be considered that industrial areas have been reviewed inline with Big box Retail.

Mid Valley includes a shopping centre which consists of a variety of store sizes, including large retailers and supermarkets along with smaller retail stores to a total of 56, 4 which are accessed from outside the centre. A separately constructed movie theatre and house hardware store are also included on the site, all which are accessed from large open carparking provided onsite.

There are five big box retail precincts in Latrobe, three which are not currently developed, the two developed precincts are located along the North and South of Argyle street in Traralgon and the North and South of Princes Drive in Morwell.

The built form of these areas consists mostly of buildings that are not only large in area but also height, the range of uses varies significantly, from retail stores, restaurants and supermarkets to more industrial type uses such as glazing shop fitters and mechanics.

Issues

Opportunities

Excessive number of freestanding signs with buildings that also incorporate a large amount of signage.	Provide guidance on the design of freestanding signs to promote consolidation of signs from individual structures on the same site.
The scale of freestanding and pole signs, obstruct views and appear disproportionate to the streetscape.	Provide policy to discourage pole signs that retract from the streetscape, with support of alternative sign structures more considerate in size.
Large amount of signs that do not comply with existing policy.	Provide clear details on standards and requirements of signs, utilise illustrations to demonstrate clearly.

Table 6: Mid Valley Shopping Centre and Big Box Retail Issues and Opportunities table

Photo 4: Vestan Drive, Morwell



6.1.4 Neighbourhood and Local Activity Centres

Zones: Mixed Use Zone (MUZ) and Commercial 1 Zone (C1Z).

Sign Categories: 3 and 1.

Description:

The built form of local activity centres comprises of low scale shopfronts in a strip shopping arrangement and roadside car parking. The range of stores commonly consists of up to five and includes take away food, coffee and convenience shops, hairdressers and chemist. Signs to these areas consists of a combination of incorporated into built form and purpose built sign structures.

Latrobe City currently contains one Neighbourhood activity centre on the corner of Marshalls Road and Traralgon Maffra Road. The built form of Neighbourhood activity centres consists of buildings and provisions that are larger in comparison to the local activity centres. These buildings include a daycare centre and supermarket that present to a central carpark area. The scale and design of these buildings enables a large format and type of signage, even when surrounded by residential properties.

Issues

Opportunities

Visual clutter of signs including glazed areas reduces views between the inside of the building and street. Providing a negative impact on safety and active frontage.	Illustrations required to demonstrate policy and what is deemed appropriate.
Electronic and illuminated signs not considerate of surrounding sensitive uses.	Proposed signs required to document neighbouring sensitive uses to demonstrate consideration.
Sign scale and location not considerate of contextual surroundings.	Provide policy that discourages signs that protrude from development built form and require a structure to support the sign being from a building or stand alone structure.
Multiple sign types incorporated into the one development area provides lack of uniformity of each area and across the whole of Council.	Provide policy that supports a consistent appearance of signs within close proximity.
Redundant signs are visible in most areas, including product brands, painted surfaces, previous shops sign and sign structures.	Ensure guidelines provide clear instruction regarding the removal of existing signs not proposed to be used.

Table 7: Neighbourhood and Local Activity Centres Issues and Opportunities table

Photo 5: Barker Crescent, Traralgon



6.1.5 Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)

Zone: Township Zone (TZ)

Sign Category: 3

Description:

These areas consist of two similar settings, one being Boolarra, Toongabbie, Traralgon South and Tyers that include a single general store that represents a central hub of the town. The other being Glengarry, Yallourn North and Yinnar which includes a main street consisting of up to ten stores. The character of these areas is comparable as most buildings are of a historic period or petrol stations that present to the same audience with similar context of signage. Due to the traditional built form and rural environment signage appears less formal with product branding common, and signage structures attached to buildings.

Issues

Opportunities

Signs cover a large amount of facade glazing which reduces the connection from inside to outside of the building resulting in a reduced level of safety and heritage preservation.

Illustrations required to demonstrate what is deemed appropriate.

Some signs appear to dominate the building facade due to their size and not able to be incorporated into the built form.

Provide policy accompanied by illustrations regarding the scale of signs in comparison to built form and discourage signs that protrude from built form.

Flags, A frames and corflute signs to posts tend to cause clutter to pedestrians reduce the heritage appeal of places.

Further understanding of Council's Local Law agreements to be communicated where applicable.

Old signage, including frames and structures remain where no or new signs are installed.

Details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed.

Table 8: Small Town Centres Issues and Opportunities table

Photo 6: Main Street, Yinnar

Photo 7: Victoria Street, Toongabbie



6.1.6 Residential Areas and Rural Areas

Zones: Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ), Low Density Residential Zone (LDRZ), Rural living Zone (RLZ), Rural Conservation Zone (RCZ) and Farming Zone (FZ).

Sign Categories: 3 and 4

Description:

The residential areas of Latrobe are typically occupied by single storey detached dwellings. This sensitive land use of residential living focuses on privacy, low noise and residential living quality. There are non-residential uses present in these areas such as medical centres, child care centres, service stations, corner shops and home businesses.

The effects of signage are heightened in these areas due to the neighbourhood character and nature of streetscape. The impacts of signage in relation to the context of surrounding must be carefully considered to ensure the focus of use in these areas is preserved.

Latrobe City as a regional Council includes a large rural area that varies in landscapes that reflect the natural characteristics of the region. The use of this land is predominantly agricultural in farming with dwellings spread through the rural setting, accompanied by ancillary structures. These areas share a similarity of sensitive use to that of more populated in town residential areas and in turn the same issues faced with signage.

Issues

Opportunities

Signs that present to adjoining dwellings do not consider the surroundings of the subject site.	Ensure policy provides clear understanding of the expectation to surrounding land to proposed sign.
Signs that incorporate lighting or illumination are not considerate of character area and appears to be a point of difference which disturbs the streetscape.	Policy to further detail discouragement of lighting and illumination of signs in residential and Rural areas.
Where located at high levels signs do not blend into landscape and surrounds.	Provide further detail on the standards to signage in relation to scale and discourage sign structures that do not appear in context of the surrounding environment.
Promotion signs that do not comply with policy are installed, some in temporary fashion for long duration of time.	Ensure policy indicates when a planning permit is required for signs.

Table 9: Residential and Rural Areas Issues and Opportunities table

Photo 8: Glengarry West Road, Tyers



6.1.7 Heritage Places

Zones: Not Applicable

Sign Categories: Not Applicable

Description:

As the heritage matters of Latrobe City vary in significance through cultural and historical reasoning, they are defined in the Schedule to Clause 43.01 Heritage Overlay (HO) of the Latrobe Planning Scheme.

Heritage places in Latrobe City include individual buildings, streetscapes or precincts of architectural, historical, scientific or landscape importance and areas where a concentration of use occurred.

Signs in these areas are limited and usually consist of historic or legacy signs, this is a result of planning controls that ensure development does not adversely affect the significance through the conservation of heritage places.

Issues

Opportunities

Semi-permanent promotion signs that reduce or distract from the heritage presence on an area.	Ensure policy is clear on when a permit is required and local laws standards are met.
Signage location impacts on heritage buildings and places, such as concealing architectural features and details or become a dominant feature.	Provide detail on the location of signs in relation to existing features of buildings and heritage places.
Retention of existing signs with heritage value.	Provide policy to ensure existing signs to heritage places is documented in applications.
Visual clutter by multiple signs on a single site, typically where there are multiple tenancies.	Provide guidance on the amount of signs to be present on heritage places.
Digital signs are generally incompatible with the character of heritage places.	Ensure policy states digital signs are to be limited and considerate to heritage features.
Painting of buildings in corporate colours suppress architectural features, built form and heritage values.	Policy to include painted surfaces deemed as signs when presented in corporate colours and incorporate other forms of signs.
Illuminated or large neighboring signs that detract from the value of adjoining heritage places.	Provide guidelines to ensure Application to document and review context of the site to ensure consideration to heritage is made by nearby sites.

Table 10: Heritage Places Issues and Opportunities table

Photo 9: Heritage building 92-102 Franklin Street, Traralgon



6.1.9 Major Promotion Signs

Zones: Industrial 1 & 3 Zone (IN1Z & IN3Z), Commercial 2 Zone (C2Z) and Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2).

Sign Categories: 1 and 2.

Description:

There are currently seventeen major promotion signs within Latrobe City Council, these signs are located close to main roads at entry points to town centres on freestanding structures. The construction of these types of signs are currently undergoing a transition from predominantly print to electronic screens. The target audience can be defined as vehicle users from a distance.

Issues

Opportunities

Dominance over other surrounding types of signs, particularly business identification signs that are seen to be more within the character of the area.	Surrounding signs to be documented and reviewed in applications to ensure the proposed major promotion sign considers existing signs and visual clutter is avoided.
Loss of amenity either within or external to a site, such as through overshadowing, disruption of view or distraction to vehicle users.	Site context details required to be reviewed in applications to consider the impacts of proposed sign.
Sign structures located outside town centres that present to the Princes Highway do not blend into the landscape in as they are designed to stand out from their surroundings.	The surrounding landscape and environment must be considered to ensure the location is appropriate to proposed stand alone sign structures.
Located at many entry points to into towns taking away from character of township.	Whilst these locations may be ideal for advertising due to the volume of possible audience, the pride in how a town is presented at key entry points should be preserved.
Structures and features not maintained such as electrical signs with redundant floodlights still attached.	Provide understanding on the features relevant to existing and proposed signage on subject sites to ensure these are identified in applications.

Table 11: Major Promotional Signs Issues and Opportunities table

Photo 10: Princes Highway Service Road, Traralgon

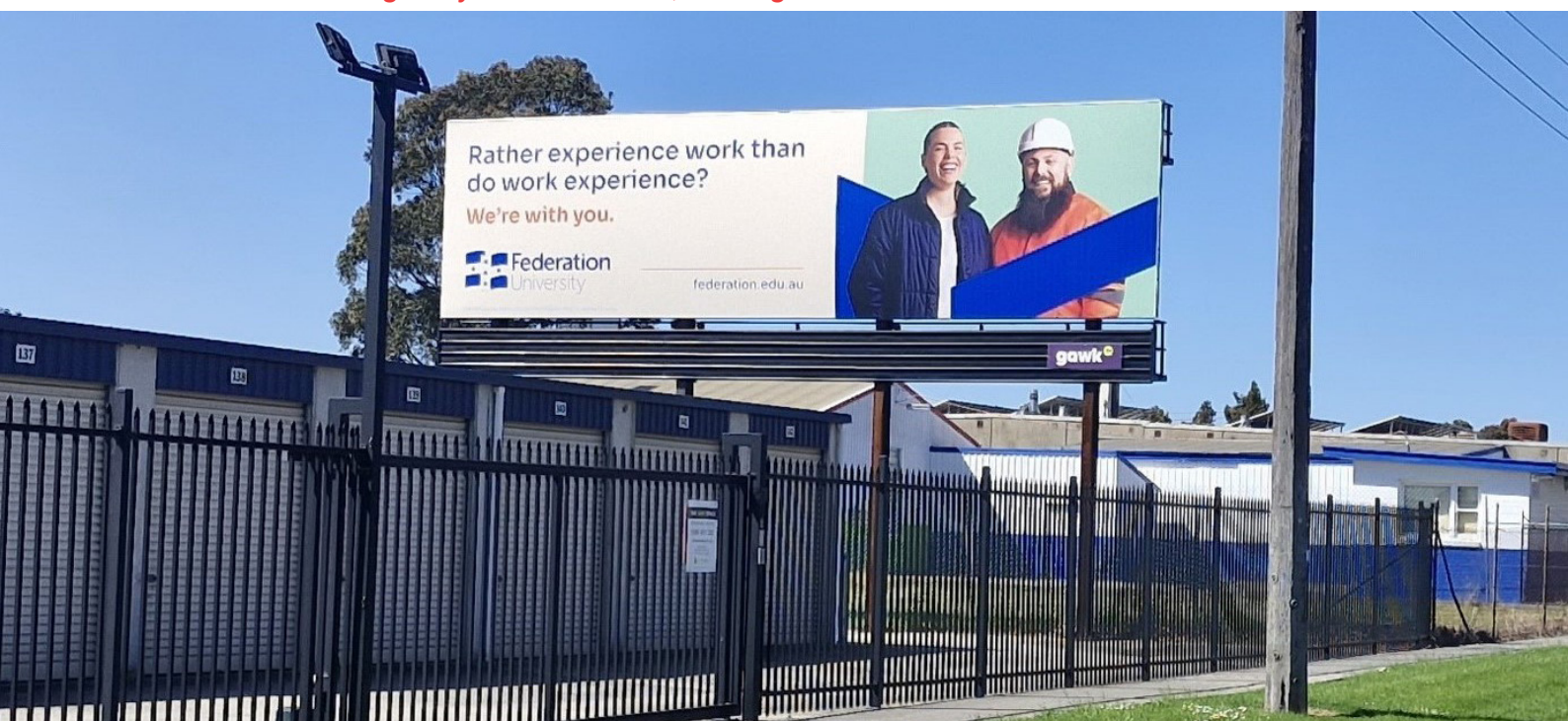


Figure 4: Traralgon Aerial Map



Figure 5: Moe Aerial Map



Figure 6: Morwell Aerial Map



7. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME

There is a gap within the Latrobe Planning Scheme in relation to policy and guidance for signage. There are opportunities to amend the Latrobe Planning Scheme to provide greater guidance for planning permit applicants to ensure streamlined assessment of planning permit applications. There are opportunities to provide policy in relation to:

- Preferred location of signage;
- Expectations of scale;
- Direction of glazing and passive surveillance;
- Consolidation of freestanding signs;
- Direction in regard to illumination of signage in sensitive areas; and
- Direction for signage in heritage areas.

It is proposed that this can be achieved by amending Clause 15.01-1L (Urban Design), Schedule 1 and 2 to the Activity Centre Zone to include objectives and strategies.

7.1.1 Next Steps

The methodology process included in this document outlines the preceding steps.

This includes the preparation of the *Latrobe City Signage Strategy*, a document that will provide guidance for signage in particular to planning applications and assessments.

8. RECOMMENDATIONS

As the specifics of signs cover most areas of the municipality, they should be presented the Latrobe City Signage Strategy in the context that provides overarching objectives, strategies and guidelines. Followed by detailed objectives and strategies that align with charter areas as demonstrated in this document.

The recommendations derived from this review include:

- Following the structure of the Latrobe City Signage Background Review, which includes sign categories and character areas, the Latrobe City Signage Strategy should present in the same manner to provide consistency and form a straightforward manner to implementation into planning policy.
- As photographs have demonstrated issues in the review, graphics and simple diagrams should be utilised to illustrate what is encouraged and what is discouraged in different character areas or categories of signage.
- Translate identified issues and opportunities from character areas of the Latrobe City Signage Background Review into objectives and strategies to character areas in the Latrobe City Signage Strategy.
- Policy included in the Latrobe City Signage Strategy must be compatible with planning policy and comply with Ministerial Direction, The Form and Content of Planning Schemes.
- Overarching policy for signs to be implemented into the Latrobe Planning Scheme, Planning Policy Framework Clause 15.01-1L-01 Signs.
- Ensure guidelines align with existing provisions of the Latrobe Planning Scheme and changes are made in policy where applicable.



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Service Centres & Libraries

Morwell

Corporate Headquarters
141 Commercial Road, Morwell

Morwell Library
63-65 Elgin Street, Morwell

Moe

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

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Date of publication: June 2025