

# LATROBE CITY SIGNAGE STRATEGY

2025

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1	Signage Strategy	BG	LD	9/09/2025

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# 1. INTRODUCTION

## 1.1 PURPOSE

The purpose of the *Latrobe City Signage Strategy* is to assist planning applications that incorporate signage and inform Planning Policy Framework in the Latrobe Planning Scheme.

The document structure is formatted to compliment Planning Policy and as the document delivers the recommendations from the *Latrobe City Signage Background Review*, it has been presented in a similar context to assist the user in understanding signage from review to guidelines.

## 1.2 OBJECTIVES

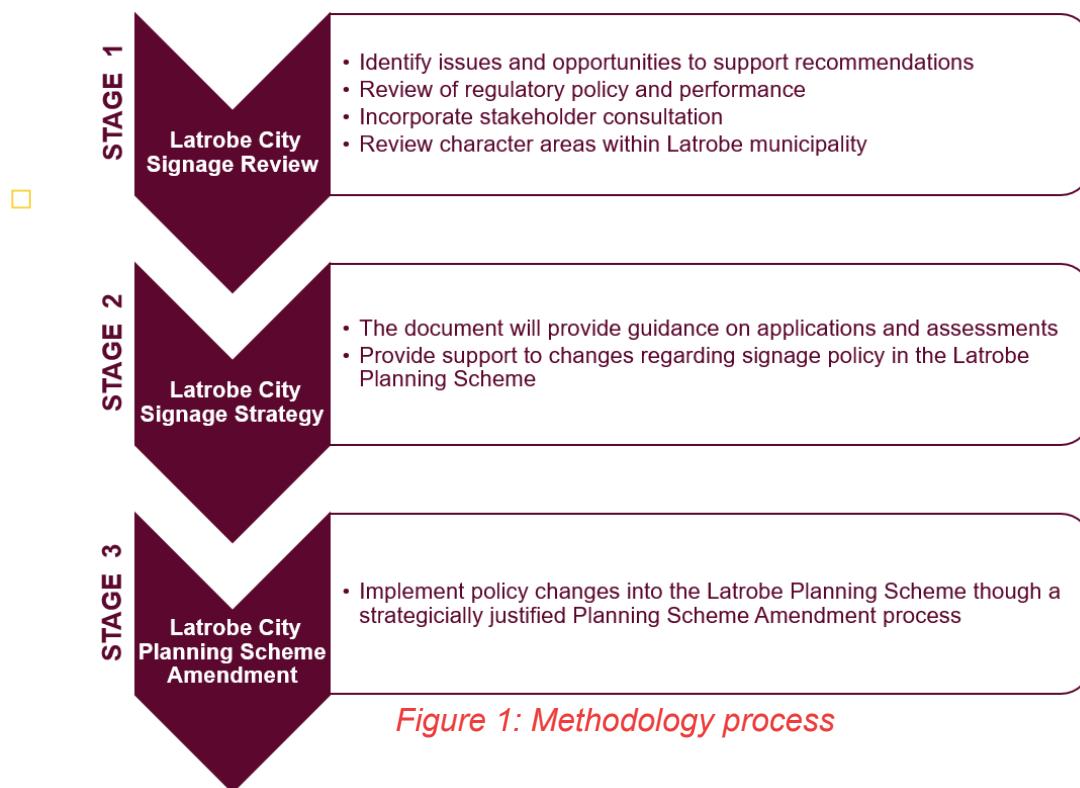
The objectives of the project include:

- 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.



## 2. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME

The Signage Background Review 2025 identified that 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 ensuring a more efficient 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 Activtiy Centre Zone to include objectives and strategies.

# DESIGN GUIDELINES

## 3. USER GUIDE

### 3.1 Strategy User Guide

For ease of use Objectives, Strategies and Guidelines for the different character areas have been duplicated to assist planning permit applicants to understand all of the sign requirements for that character area.

The opportunities from character areas included in the *Latrobe City Signage Background Review* have been utilised to be translated into a planning policy format, consisting of;

#### OBJECTIVES

Specify the outcome policy seeks to achieve, derived from background review recommendations.

#### STRATEGIES

Strategies provide the 'how' objectives will be met on a broad level.

#### GUIDELINES

Set out the terms in how an application achieves policy objectives in a detailed level. The responsible authority must take relevant guidelines into account when making a decision on application.

### 3.2 Character Area to Sign Type Guideline

The below table provides an overview on the level of endorsement that Latrobe City Council provides on sign details within character areas. While State policy provides the main direction on signage, local policy provides the detailed level of understanding achieved through review of signage within the municipality.

#### Legend

- Encouraged
- Limited
- Discouraged

	Above Verandah	Pole	Panel	Sky	Digital/Illuminated/Electronic	Corporate Building Colours	Business Identification	Promotion	Major Promotion	Sign Structure
Regional/Sub-regional Retail Centres	☒	☐	☒	☐	☒	☒	☒	☒	☒	☒
Large town centres	☒	☐	☒	☐	☒	☒	☒	☒	☒	☒
Mid Valley/Big Box Retail/Industrial	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
Local/Neighbourhood Activity Centres	☒	☒	☐	☒	☒	☒	☒	☐	☒	☐
Small town centres	☒	☒	☐	☒	☒	☒	☒	☒	☒	☐
Residential/Rural Areas	☒	☒	☐	☒	☒	☒	☒	☒	☒	☐
Heritage Places	☒	☒	☐	☒	☒	☒	☒	☐	☒	☐

Figure 2: Character Area to Sign Type Guideline

## 4. GENERAL POLICY

### OBJECTIVES

- To ensure signs respond to the natural setting and urban context in which they are located.
- To ensure signs do not alter or obscure view of significant natural or built features.
- To avoid signs that interfere with movements and viewlines of the public realm.
- To enhance the appearance of development in Latrobe City Council through well presented signs.

### STRATEGIES

- Encourage signs that are integrated into built form and consider architectural or landscape features of host building or site.
- Minimise the number and repetition of signs on a single site and streetscape.
- Prioritise business identification signs as the main type of signage.
- Avoid signs that will impair the movement, visibility and functionality of the public realm and infrastructure.

### POLICY GUIDELINES

- Avoid signs that distract movement or impact sight lines of active transport, road users and rail corridors.
- Sign structures should be designed in a manner to not dominate the surrounding area or detract from the host site or building.
- Avoid signs that create greater than 30% glazing.
- Prioritise signage that does not obstruct the natural line of sight through windows.
- Restrict digital, illuminated and electronic signs in urban areas that do not impact on amenity.
- Limit the number of signs on a site through placement in strategic locations that present directly to the target audience.

## 5. CHARACTER AREA POLICY

### 5.1 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.

#### OBJECTIVES

- To encourage views between the public realm and inside buildings.
- To ensure that signs are visually subordinate to defined built form and site features.
- To protect the safety and movement of publicly used spaces.
- To enhance the presentation of streetscapes and character of area.

#### STRATEGIES

- Encourage signs as demonstrated in Figure 3.
- Discourage signs as demonstrated in Figure 4.
- Avoid signs that restrict visibility through building windows.
- Avoid signs that are internal to a building or site that present through windows or public spaces.
- Encourage sign structures do not interfere with streetscape views or building features.
- Avoid signs that distract road users and impact pedestrian movement.
- Discourage digital, illuminated and electronic signs that detract from the character of area.
- Encourage signs located within built form.

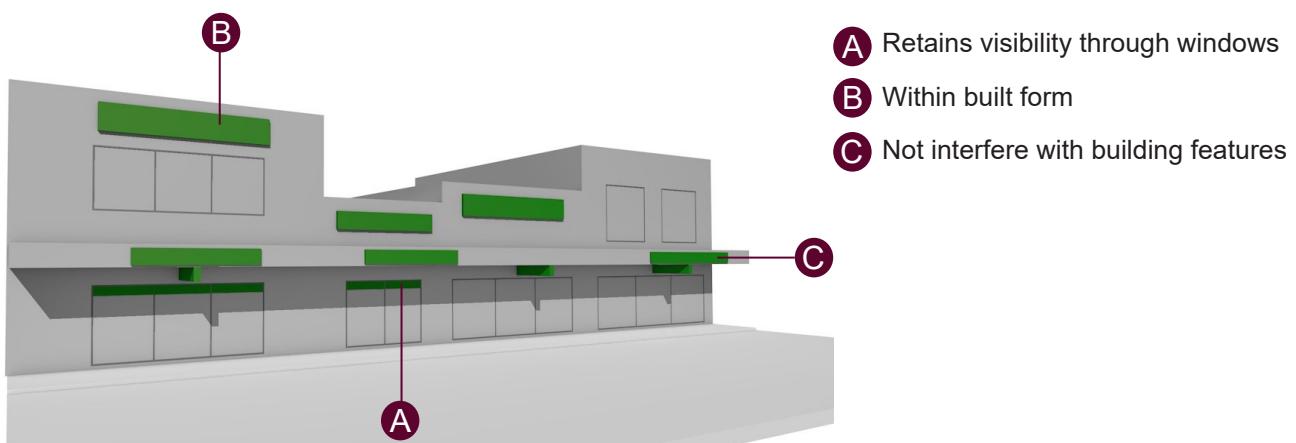


Figure 3: Encouraged signs in Regional and Sub-regional Retail Centres

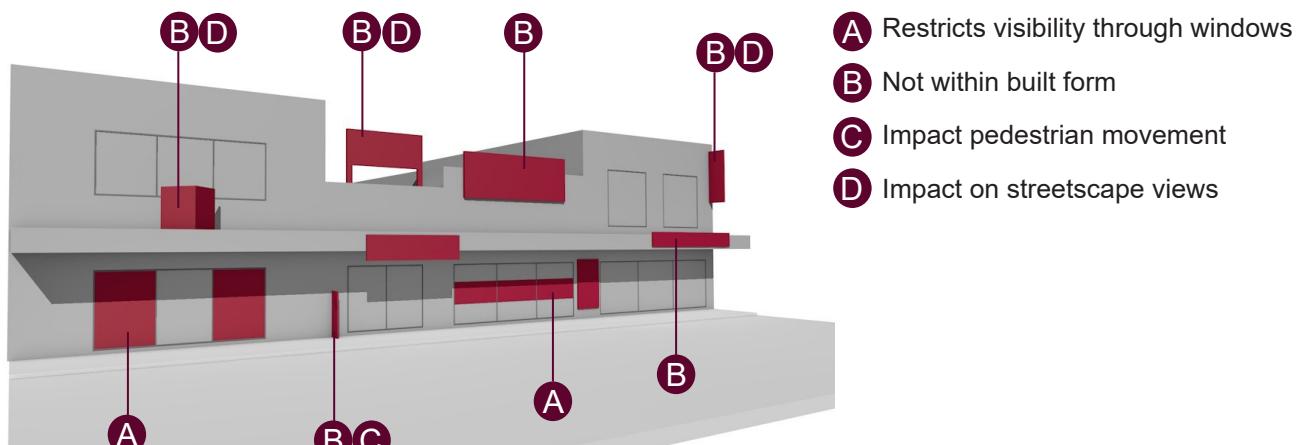


Figure 4: Discouraged signs in Regional and Sub-regional Retail Centres

## 5.2 Large Town Centre (Churchill)

### ZONES

Commercial 1 Zone (C1Z).

### SIGN CATEGORIES

1

### OBJECTIVES

- To support active frontages of buildings.
- To ensure signs contribute to a consistent character of the area.
- To maintain views and streetscapes.
- To enhance the presentation of area.

### STRATEGIES

- Encourage signs as demonstrated in Figure 5.
- Discourage signs as demonstrated in Figure 6.
- Promote signs that are integrated into built form.
- Discourage signs that restrict visibility through building windows.
- Avoid signs that are dominant in scale to site and streetscape.
- Encourage signs located within built form.

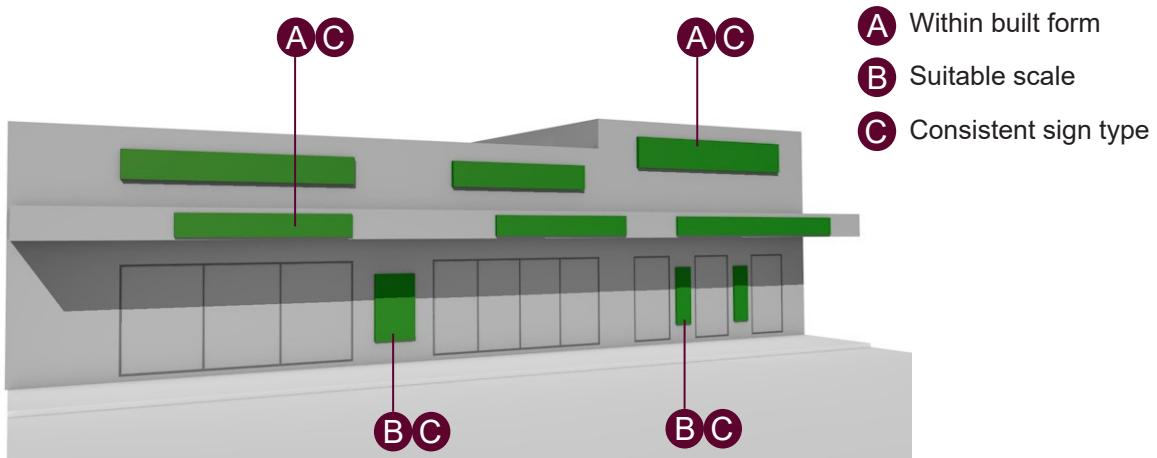


Figure 5: Encouraged signs in Large Town Centres

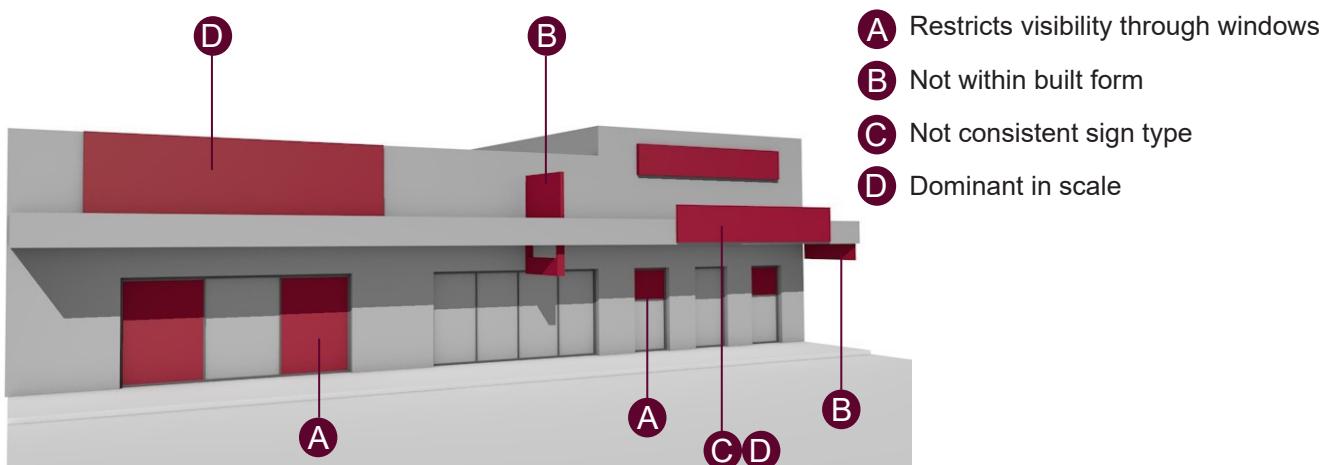


Figure 6: Discouraged signs in Large Town Centres

## 5.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail

### ZONES

Commercial 1 Zone (C1Z) and Commercial 2 Zone (C2Z).

### SIGN CATEGORIES

1

### OBJECTIVES

- To protect safety and movement of publicly used spaces.
- To discourage signs that dominate building and site features.
- To encourage efficient presentation of signs.

### STRATEGIES

- Encourage signs as demonstrated in Figure 7.
- Discourage signs as demonstrated in Figure 8.
- Support sign structures that minimise impact on streetscape sightlines.
- Support signs located and of scale that consider safety concerns to road users.
- Encourage signs located within built form.
- Encourage freestanding business identification signs that:
  - Are limited to one sign per street frontage.
  - Incorporate multiple business signs where applicable.
  - Located at a street setback consistent with streetscape context.

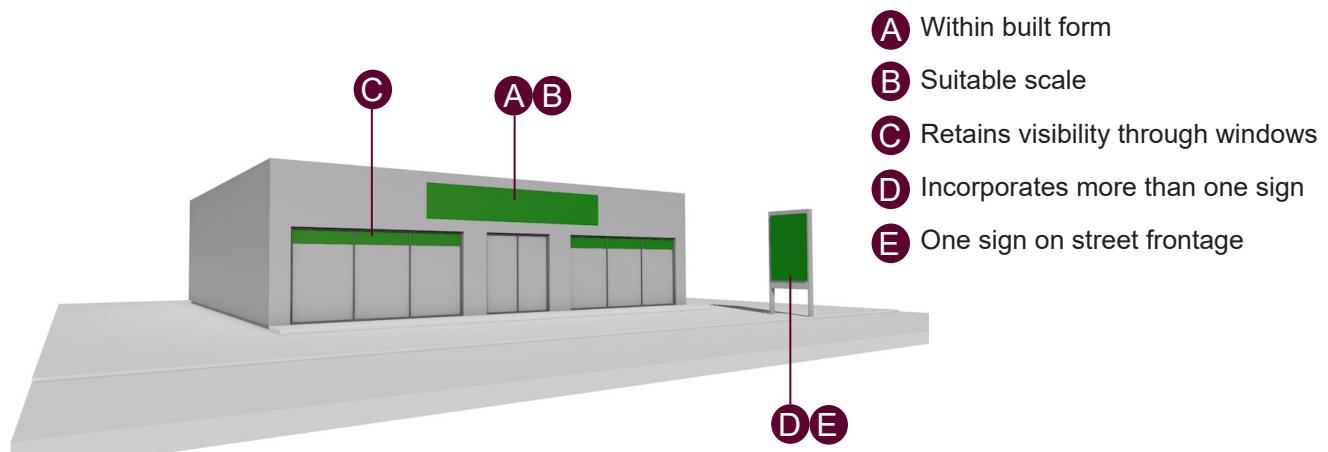


Figure 7: Encouraged signs in Mid Valley and Big Box Retail

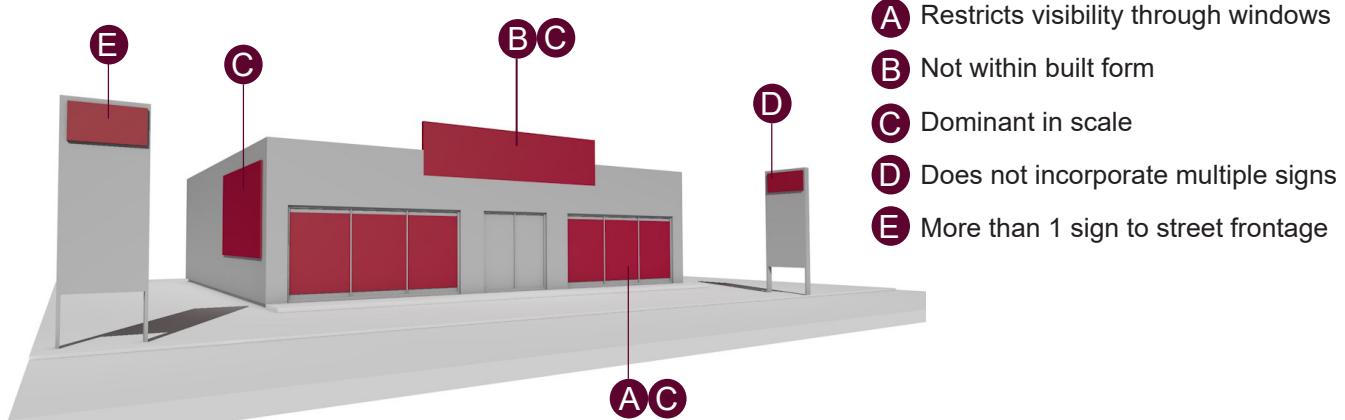


Figure 8: Discouraged signs in Mid Valley and Big Box Retail

## 5.4 Local and Neighbourhood Activity Centres

### ZONES

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

### SIGN CATEGORIES

1 and 3

### OBJECTIVES

- To encourage views between the public realm and inside buildings.
- To protect the character and amenity of the area.
- To ensure signs contribute to a consistent context of the area.
- To promote signs that are incorporated into built form.

### STRATEGIES

- Encourage signs as demonstrated in Figure 9.
- Discourage signs as demonstrated in Figure 10.
- Discourage signs that restrict visibility through building windows.
- Encourage signs located within built form.
- Support signs that are to a scale considerate of the surrounding environment and built form.
- Discourage digital, illuminated and electronic signs that impact sensitive use areas.
- Encourage sign structures that retain streetscape views and building features.

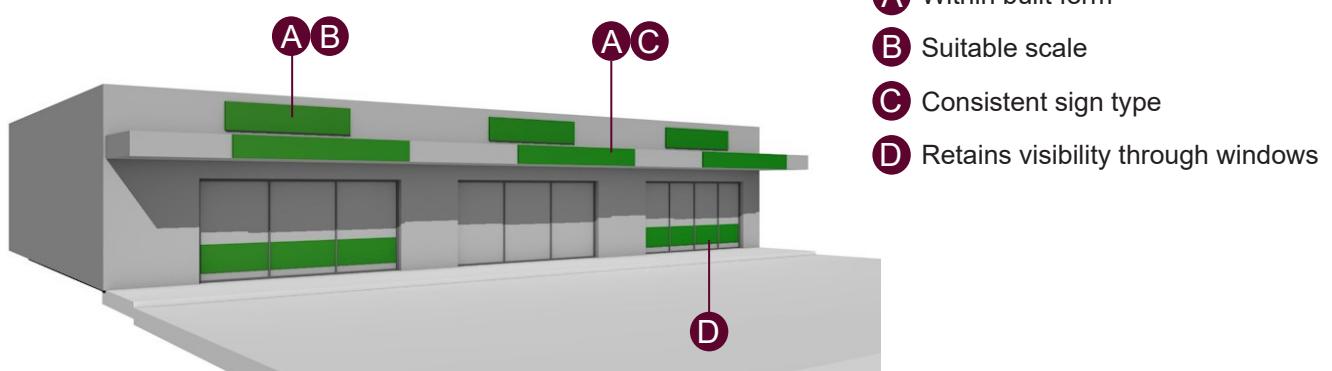


Figure 9: Encouraged signs in Neighbourhood and Local Activity Centres

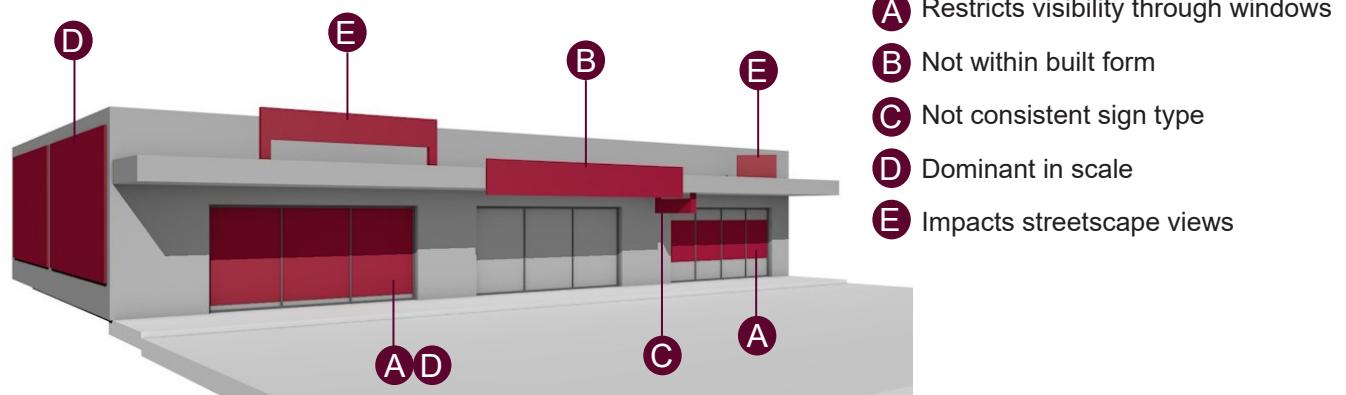


Figure 10: Discouraged signs in Neighbourhood and Local Activity Centres

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

### ZONES

Township Zone (TZ).

### SIGN CATEGORIES

3

### OBJECTIVES

- To promote pedestrian usability of the area.
- To ensure signs address target audience in direct manner and avoid visual clutter.
- To ensure signs are a subordinate feature to buildings and streetscape.

### STRATEGIES

- Encourage signs as demonstrated in Figure 11.
- Discourage signs as demonstrated in Figure 12.
- Discourage signs that restrict visibility through building windows.
- Encourage signs located within built form.
- Support signs that are to a scale considerate of the surrounding environment and built form.
- Discourage digital, illuminated and electronic signs that impact sensitive use areas.
- Support sign structures that maintain pedestrian movement, impact on streetscape and building features.

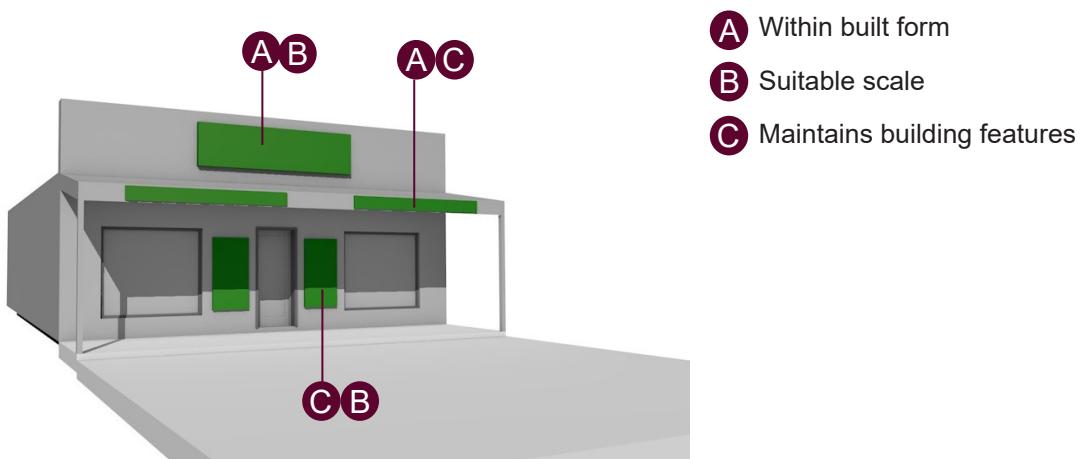


Figure 11: Encouraged signs in Small Town Centres

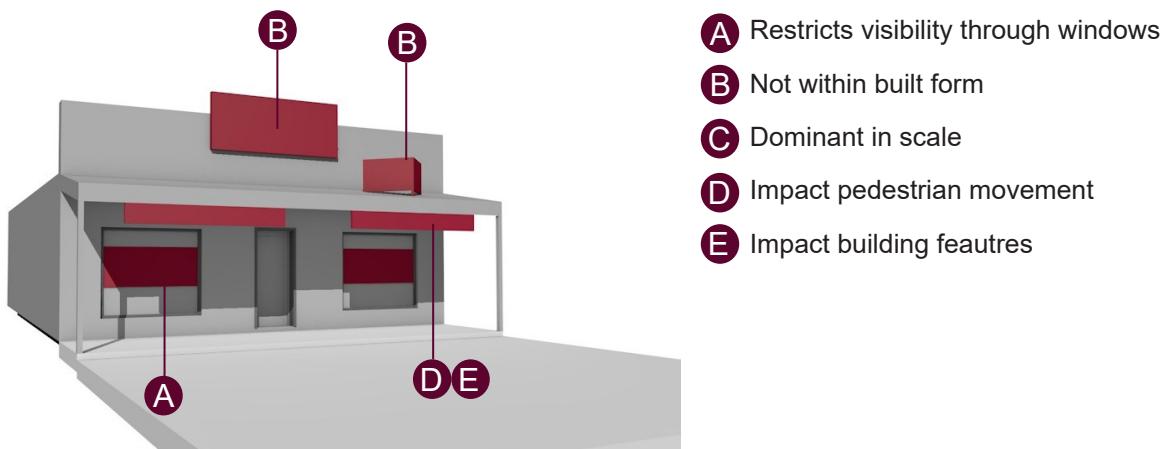


Figure 12: Discouraged signs in Small Town Centres

## 5.6 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

### OBJECTIVES

- To minimise the number of signs in residential areas.
- To protect the landscape of rural environments.
- To avoid the intrusive impacts of illuminated signs.

### STRATEGIES

- Encourage signs as demonstrated in Figure 13.
- Discourage signs as demonstrated in Figure 14.
- Encourage signs that do not contrast in scale of natural environment and built form.
- Encourage signs integrated into built form and site features, including fences.
- Discourage digital, illuminated and electronic signs.
- Limit business identification signs to one per street frontage and one on site.
- Encourage signs that are low in height.
- Avoid colours that appear in contrast of the surrounding landscape.

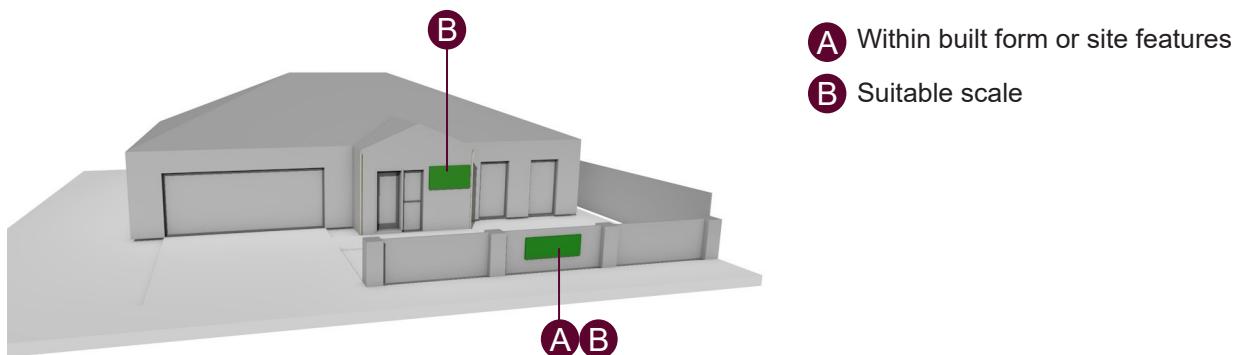


Figure 13: Encouraged signs in Residential and Rural Areas

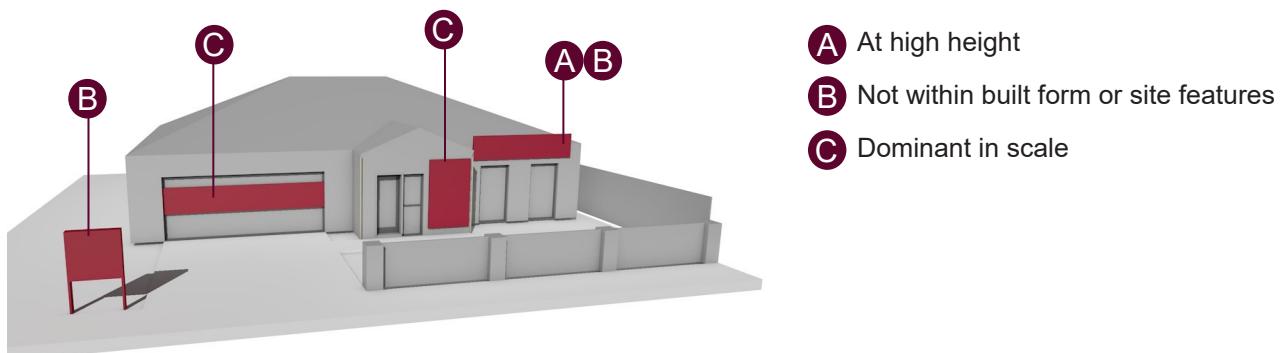


Figure 14: Discouraged signs in Residential and Rural Areas

## 5.7 Heritage Places

### ZONES

Not Applicable- Heritage Overlay (HO).

### SIGN CATEGORIES

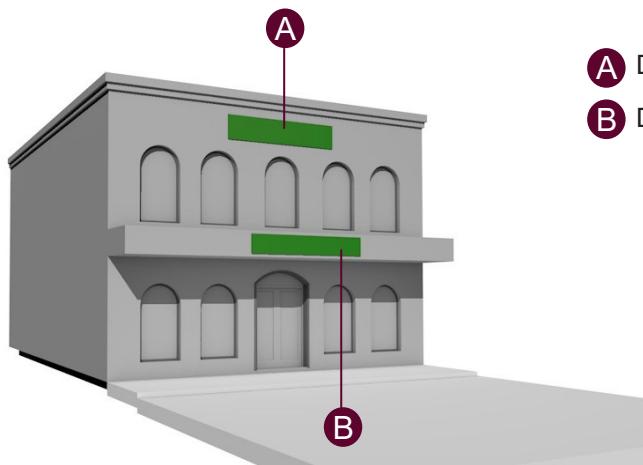
Not Applicable.

### OBJECTIVES

- To protect the heritage values and significance of a place.
- To ensure illuminated, electronic or digital signs are compatible with heritage of area or building.
- To retain signs with heritage values.

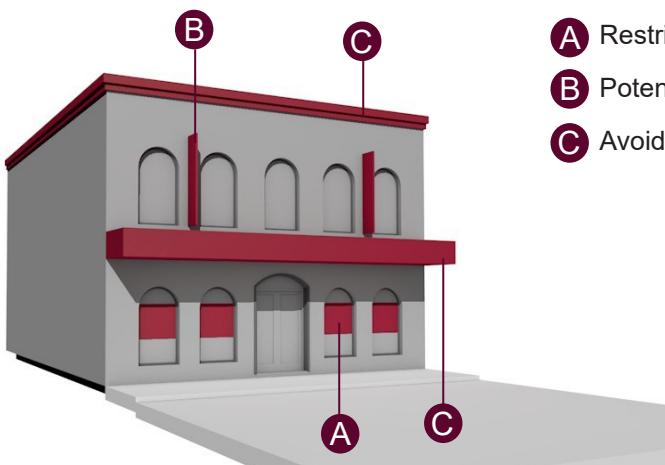
### STRATEGIES

- Encourage signs as demonstrated in Figure 15.
- Discourage signs as demonstrated in Figure 16.
- Discourage buildings and works related to signs that may damage or alter without repair significant building fabric or features.
- Avoid sign structures that detract from heritage features and values.
- Digital, illuminated and electronic signs should be limited and not appear to dominate the building or place.
- Avoid colours that appear in contrast of the heritage features of the building or place.



- A Does not damage to building fabric
- B Does not detract from heritage features

Figure 15: Encouraged signs in Heritage Places



- A Restricts visibility through windows
- B Potential damage to building fabric
- C Avoid colours that detract from the heritage features

Figure 16: Discouraged signs in Heritage Places

## 5.8 Major Promotion Signs

### ZONES

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

### SIGN CATEGORIES

1 and 2.

### OBJECTIVES

- To avoid major promotion signs that dominate the surrounding area.
- To avoid major promotion signs that adversely affect the character, amenity and functionality of a site or area.

### STRATEGIES

- Encourage signs as demonstrated in Figure 17.
- Discourage signs as demonstrated in Figure 18.
- Discourage major promotion signs that may restrict the development potential of a site.
- Discourage more than one major promotion sign at any intersection.
- Encourage signs that are incorporated into built form over freestanding sign structures.
- Support a minimum of one kilometre separation between major promotion signs.
- Avoid major promotion signs that interface with sensitive land use areas .

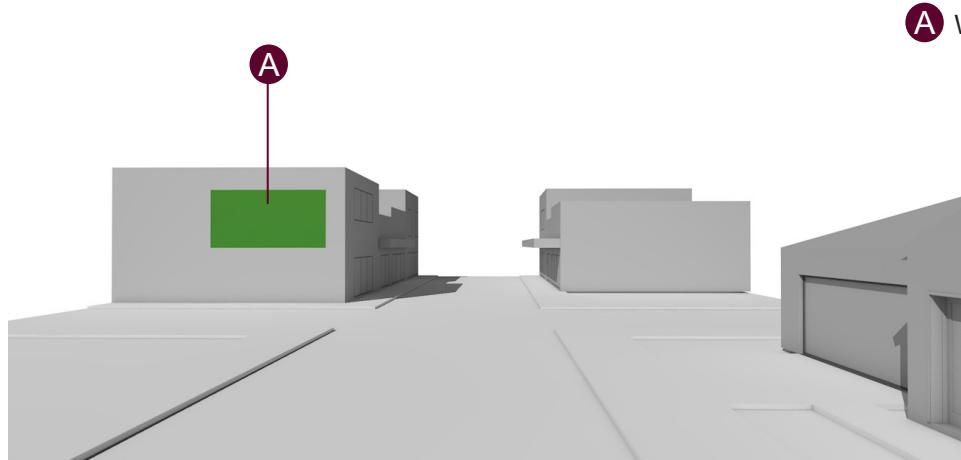
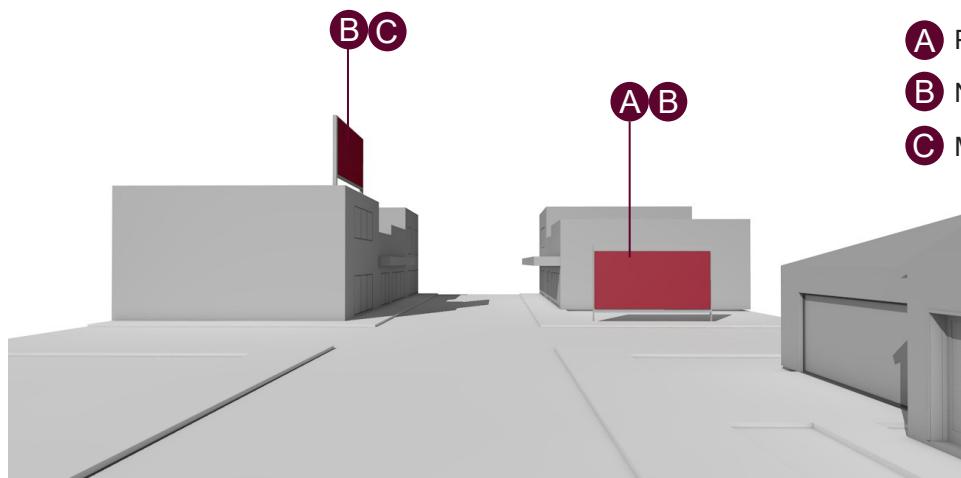


Figure 17: Encouraged Major Promotion Signs

A Within built form



A Presents to sensitive use

B Not within built form

C More than 1 sign at intersection

Figure 18: Discouraged Major Promotion Signs

## 6. RECOMMENDATIONS

The methodology process included in the *Latrobe City Signage Background Review* outlines the next steps of the project. Including the *Latrobe City Signage Strategy* providing strategic justification to carry out a Planning Scheme Amendment to the Latrobe Planning Scheme.

The recommendations of the Latrobe City Signage Strategy to be implemented through a Planning Scheme Amendment are:

- Ensure that the policy included in a proposed Planning Scheme Amendment aligns with Ministerial Direction, The Form and Content of Planning Schemes. This includes streamlining Objectives, Strategies and Policy Guidelines to remove any duplication in the Planning Scheme.
- Implement new policy for signs to be into Planning Policy Framework Clause 15.01-1L-01 Signs. This policy is to include General Objectives, Strategies and Guidelines followed by the strategies identified in character areas of this report.
- Include Latrobe City Signage Strategy in Policy Documents, Consider as relevant.
- Implement revised policy in Activity Centre Zone, Schedule 1 to Clause 37.08 Traralgon Activity Centre. To include relevant objectives, strategies and guidelines from this report.
- Include the Latrobe City Signage Strategy in Sub-section 11.0 Reference Documents.
- Implement revised policy in Activity Centre Plan, Schedule 2 to Clause 37.08 Morwell Activity Centre. To include relevant objectives, strategies and guidelines from this report.
- Include the Latrobe City Signage Strategy in Sub-section 11.0 Background Documents.
- Include the Latrobe City Signage Strategy in Schedule to Clause 72.08 Background Documents. Details to include Amendment number C151 and Clause reference 15.01-1L-01 and Schedules to 37.08.
- As part of the Heritage Gap Study, review paint controls on Heritage Overlay buildings to ensure appropriate planning controls are implemented.

A more comprehensive local policy to signs will provide the statutory weight to decision making, this will address the identified issues and opportunities to the existing gaps in the Latrobe Planning Scheme. This in conjunction with the *Latrobe City Signage Strategy* included as a background document to provide support to understanding the contents included in the Planning Scheme.



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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

## For more information

### Strategic Planning

1300 367 700

[planningservices@latrobe.vic.gov.au](mailto:planningservices@latrobe.vic.gov.au)



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