

Latrobe Planning Scheme

Amendment C151latr

Explanatory Report

Overview

The amendment proposes to implement the recommendations of *the Latrobe City Signage Strategy 2025* by introducing new local content within the Planning Policy Framework, amending Schedules 1 and 2 to the Activity Centre Zone, and introducing the *Latrobe City Signage Strategy 2025* as a background document.

Where you may inspect this amendment

The amendment can be inspected free of charge at the Latrobe City Council website at <https://www.latrobe.vic.gov.au/>

And/or

The amendment is available for public inspection, free of charge, during office hours at the following places:

Latrobe City Council Corporate Headquarters

141 Commercial Road, Morwell

Office hours: 9am to 5pm, Monday to Friday

Churchill Service Centre

9-11 Phillip Parade, Churchill

Office hours: 10am to 4pm, Monday to Friday

Moe Service Centre

1-29 George Street, Moe

Office hours: 8.30am to 5.15pm Monday to Friday & 9am to 12noon Saturday

Traralgon Service Centre

34-38 Kay Street, Traralgon

Office hours: 8.30am to 5.15pm Monday to Friday & 9am to 12noon Saturday

The amendment can also be inspected free of charge at the Department of Transport and Planning website <http://www.planning.vic.gov.au/public-inspection> or by contacting the office on 1800 789 386 to arrange a time to view the amendment.

Submissions

Any person may make a submission to the planning authority about the amendment. Submissions about the amendment must be received by 23 February 2026.

A submission must be sent to:

Post: Latrobe City Council

PO Box 264,

Morwell, Victoria, 3840

Attention: Strategic Planning

Email: latrobe@latrobe.vic.gov.au

Attention: Strategic Planning

Online: yoursay.latrobe.vic.gov.au/C151

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- Directions hearing: week of Monday 25 May 2026.
- Panel hearing: week of Monday 22 June 2026.

Details of the amendment

Who is the planning authority?

This amendment has been prepared by the Latrobe City Council, which is the planning authority for this amendment.

The amendment has been made at the request of Latrobe City Council.

Land affected by the amendment

The amendment applies to land throughout the municipality of Latrobe City Council.

What the amendment does

The amendment proposes to implement the recommendations of the Latrobe City 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 Zone schedules by introducing new and amended policy for the development of land for signage. No mapping changes are proposed through this amendment.

Specifically, the amendment proposes the following changes:

Planning Policy Framework

- Amends Clause 15.01 (Built Environment) by inserting a new local policy at Clause 15.01-1L-01 (Signs), which includes general objectives, strategies and policy guidelines, followed by specific strategies for character areas.

Zones

- Amends Schedule 1 to Clause 37.08 (Activity Centre Zone), which applies to the Traralgon Activity Centre, to include and update requirements for signs which are consistent with the Strategy.
- Amends Schedule 2 to Clause 37.08 (Activity Centre Zone), which applies to the Morwell Activity Centre, to include and update requirements for signs which are consistent with the Strategy.

Operational Provisions

- Amends the Schedule to Clause 72.08 (Background Documents) to include the *Latrobe City Signage Strategy* (Latrobe City Council, 2025) as a background document to the planning scheme.

Strategic assessment of the amendment

Why is the amendment required?

The amendment is required to implement the recommendations of the Latrobe City Signage Strategy 2025 (the Strategy) and was endorsed by Latrobe City Councillors at the 22 September 2025 council meeting.

The *Latrobe City Council Planning Scheme Review 2024* recommended that a signage strategy be undertaken as further strategic work. This action was required based on feedback from planning permit applicants and planners to provide clearer direction about what and what is not supported 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 (Signs)
- 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
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.

How does the amendment implement the objectives of planning in Victoria?

The amendment implements the following objectives of planning in Victoria included at Section 4(1) of the Planning and Environment Act 1987:

- *Section 4(1)(a) - to provide for the fair, orderly, economic and sustainable use, and development of land.*
- *Section 4(1)(c) - to secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria.*
- *Section 4(1)(d) - to conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest or otherwise of special cultural value.*
- *Section 4(1)(f) - to facilitate development in accordance with the objectives set out in paragraphs (a), (b), (c), (d) and (e).*

The amendment implements the proposed objectives by implementing the recommendations of the Strategy. The amendment introduces new objectives, strategies and guidelines which provide for the fair, orderly, economic, sustainable development of the land. The changes to local policy within Clause 15.01 will provide for increased amenity outcomes as part of any application for signage. This will ensure a pleasant, efficient and safe working environment for all.

Specific strategies have been included which relate to signage applications under the Heritage Overlay, to ensure that those buildings or areas that have heritage significance are not adversely impacted by signage applications.

This will provide certainty for all users of the planning system by ensuring the fair, orderly, economic and sustainable development of land in the municipality, which is consistent with the objectives of planning in Victoria.

How does the amendment address any environmental, social and economic effects?

Environmental

There will be positive environmental impacts from updating policy which encourages development that considers the protection of landscape of rural environments, through strategies that include:

- *Encourage signs that do not contrast in scale of natural environment*
- *Encourage signs integrated into built form and site features, including fences*
- *Encourage signs that do not impact visually, including site lines, illumination, height and other requirements*
- *Avoid bright and loud colours that appear in contrast of the surrounding landscape.*

The amendment provides guidance for signs to ensure they are appropriately

designed, sited and of a scale that compliments and enhances the site and context in varied built form environments across the municipality

Social

The amendment includes updates to policy to ensure future development aligns with strategic goals. These documents provide social benefits to the community through improved presentation of character areas.

Economic

The changes of new and updated local policy content in the Planning Policy Framework and amended zone schedules will provide greater certainty on details of development to the users of the planning system, this will assist economic growth, particularly to commercial use areas.

Does the amendment address climate change?

The proposed amendment has considered a Climate Change Consideration Report under Section 12(2A) of the Act and under Ministerial Direction Number 22 Climate Change Consideration a Report is not required due to the below reasons:

- The proposed amendment does not propose to rezone the land from a non-urban zone to an urban zone;
- The proposed amendment does not propose to significantly change to, or intensify the use and development of urban land; and
- The proposed amendment does not seek to provide a new use and development of the land that may be exposed to a natural hazard that arises from, or is likely to arise from, the impacts of climate change.

Does the amendment address relevant bushfire risk?

The amendment does not alter any existing planning controls or policies that relate to the management of bushfire risk and does not seek to introduce any new controls or policies that would increase bushfire risk. The amendment is consistent with the policies at Clause 13.02 (Bushfire) of the Latrobe Planning Scheme.

Does the amendment comply with the requirements of any other Minister's Direction applicable to the amendment?

The amendment is consistent with *Ministerial Direction: The Form and Content of Planning Schemes* under section 7(5) of the Act. The amendment has been drafted in accordance with this direction and utilises the relevant templates.

The amendment is consistent with the Ministerial Direction No. 11 - *Strategic Assessment of Amendments* under Section 12(2) of the Act. An assessment of the planning scheme amendment has been made against the direction which ensures a comprehensive strategic evaluation of the planning scheme amendment and the outcome it produces.

The amendment is consistent with the Ministerial Direction 15 - *The Planning Scheme Amendment Process* under Section 12(2) of the Act by meeting timeframes set out by this direction. If timeframes cannot be met, exemptions will be sought.

How does the amendment support or implement the Planning Policy Framework and any adopted State policy?

The amendment is consistent and supportive of the Planning Policy Framework (PPF) by including new local policy that builds upon and supports existing state and local policies in the PPF. The changes do not compete with existing policy included in the scheme.

This ensures that the local planning policy within the PPF responds to a demonstrated need, linked to a strategic direction in the Municipal Planning Strategy and is designed to assist the responsible authority in assessing planning permit applications and proponents in understanding whether a proposal is likely to be supported or not.

Relevant existing policy that the proposed amendment supports includes:

Clause 11.03-1L-01 Activity centres

The amendment will facilitate development within the Traralgon Primary Activity Centre and the sub regional centres of Moe and Morwell through clear objectives and strategies for signage. The amendment will support clear visual and written guidance for planning applications pertaining to signage.

The *Latrobe City Signage Strategy (2025)* proposes overarching policy to all signs in Latrobe City relevant to character areas that are identified in retail hierarchy as listed in the Latrobe Planning Scheme to ensure consistency.

Clause 15.01-1S Urban design

The amendment will ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.

This policy is supported by the proposed amendment guidelines within Clause 15.01-1L-01 Signs and Clause 37.08 Activity Centre Zone Schedule 1 and Schedule 2 to:

- Avoid signs that impact or distract movement and sight lines of pedestrians and road users
- Discourage signs that detract from activate frontages
- Discourage signs that distract road users and impact pedestrian movement

Clause 15.01-1L Urban design

The amendment will encourage built form, including signage that provides and enhances passive surveillance, through the inclusion of clear objectives and strategies to support proposals relevant to signage.

This policy is supported by the proposed amendment guidelines within Clause 15.01-1L-01 Signs and Clause 37.08 Activity Centre Zone Schedule 1 and Schedule 2 to:

- Encourage views between the public realm and inside buildings
- Enhance the presentation of streetscapes and character of area
- Protect the safety and movement of publicly used spaces
- Protect the safety and movement of publicly used spaces

Clause 15.01-6S Design for rural areas

The amendment will ensure the scale and appearance of development protects and enhances rural character and the visual amenity along township approaches by encouraging signage to be placed within built form at the correct scale. The amendment will encourage signage to be located away from public realm and provide better access for pedestrians and people living with a disability.

This policy is supported by the proposed amendment guidelines within Clause 15.01-1L-01 Signs and Clause 37.08 Activity Centre Zone Schedule 1 and Schedule 2 to:

- Avoid bright and loud colours that appear in contrast of the surrounding landscape
- Encourage signs that are low in height
- Encourage signs integrated into built form and site features, including fences
- Encourage signs that do not contrast in scale of natural environment and built form

Is the amendment consistent with the delivery of the relevant housing target set out in the Planning Policy Framework?

The amendment does not affect the housing targets set for Latrobe City. The amendment does not affect Clause 11.02 (Managing Growth) and Clause 16.01-1S (Housing Supply).

How does the amendment support or implement the Municipal Planning Strategy?

The amendment is consistent with the Municipal Planning Strategy (MPS), specifically the strategies outlined in Clause 02.03 (Strategic Directions) below:

Clause 02.03-1 Settlement

Activity centres

Planning for Activity centres seeks to:

- Create vibrant, high quality, walkable, safe and active retail areas

Clause 02.03-5 Built environment and heritage

Heritage

Planning for heritage seeks to:

- Protect places of heritage, cultural and social significance.

Neighbourhood character

Planning for neighbourhood character seeks to:

- Balance development and consolidation with respecting residential amenity and neighbourhood character.

The amendment implements the MPS by introducing objectives, strategies and policy guidelines that assist the development of land for signage by protecting the amenity of the area, ensuring signage applications do not affect active transport, movement and sight lines, protecting places or sites under the Heritage Overlay with additional specific strategies.

Does the amendment make proper use of the Victoria Planning Provisions?

The amendment makes proper use of the Victoria Planning Provisions by utilising policy to guide signage, and by applying the existing Activity Centre Zone schedules to implement relevant recommendations from the Strategy. Updating the relevant controls and policies will ensure they remain accurate and fit for purpose.

How does the amendment address the views of any relevant agency?

Exhibition stage

All relevant agencies will be notified of the amendment during exhibition.

Does the amendment address relevant requirements of the Transport Integration Act 2010?

The requirements of the *Transport Integration Act 2010* apply where a planning scheme amendment is likely to have a significant impact on the transport system.

The amendment will not have an impact of the *Transport Integration Act 2010*.

How does the amendment have regard to the principles set out in the *Yarra River Protection (Wilip-gin Birrarung murrn) Act 2017* in relation to Yarra River land and other land, the use or development of which may affect Yarra River land?

The amendment is not affected by the *Yarra River Protection (Wilip-gin Birrarung murrn) Act 2017*.

Resource and administrative costs

What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?

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 amendment does not have any significant effect on the resource and administrative costs of the responsible authority as it will implement greater detail to improve efficiency of planning applications.