

Amendment C151 Signage Strategy

Changes made in Response to Submissions Table

Proposed Changes in Response to Submissions			
ITEM	WHAT IS THE CHANGE?	WHAT IS THE REASON FOR THE CHANGE?	RELATED SUBMISSION
Subheading (Clause/Map/Schedule)			
Clause 15.01-1L-01	To ensure signs respond to the natural settings and/or urban context in which they are located.	An administration error.	N/A
Clause 15.01-1L-01	To ensure the signs do not alter or obscure views of significance natural or built features.	An administration error.	N/A
Clause 15.01-1L-01	Added full stop. To avoid signs that interfere with the movements and viewlines of the public realm.	An administration error.	N/A
Clause 15.01-1L-01	To enhance the appearance of development in Latrobe City Council through well presented signs.	An administration error.	N/A
Clause 15.01-1L-01	Encourage signs that are integrated into the built form and consider architectural or landscape features of the host of the building or site.	An administration error.	N/A
Clause 15.01-1L-01	Added full stop. Minimise the number and repetition of signs on a single site and streetscape.	An administration error.	N/A
Clause 15.01-1L-01	Added full stop. Prioritise business identification signs as the main type of signage.	An administration error.	N/A
Clause 15.01-1L-01	Avoid signs that will impair the movement, visibility and functionality of the public realm and infrastructure.	An administration error.	N/A
Clause 15.01-1L-01	Avoid signs that distract are a distraction and/or impact on movement and/or of impact sight lines of active transport users, road users and rail corridors.	Submission 11 questioned the readability of the proposed changes, therefore a general spelling, grammar and sentence restructuring was completed on all proposed changes.	N/A
Clause 15.01-1L-01	Discourage buildings being painted in corporate colours. that identify as signage	Submission 11 questioned the readability of the proposed changes, therefore a general spelling, grammar and sentence restructuring was completed on all proposed changes.	N/A
Clause 15.01-1L-01	Discourage buildings and works related to signs that may damage or alter beyond without repair of the significant building fabric or features.	Submission 11 questioned the readability of the proposed changes, therefore a general spelling, grammar and sentence restructuring was completed on all proposed changes.	N/A
Clause 15.01-1L-01	Insert Policy Guidelines	An administration error.	N/A

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ITEM	WHAT IS THE CHANGE?	WHAT IS THE REASON FOR THE CHANGE?	RELATED SUBMISSION
Clause 15.01-1L-01	Move to Policy Guideline: Discourage more than one major promotion sign at any intersection	An administration error.	N/A
Clause 15.01-1L-01	Encourage signs that are incorporated into the built form over freestanding sign structures	An administration error.	N/A
Clause 15.01-1L-01	Added full stop. Avoid major promotion signs that interface with sensitive land use areas.	An administration error.	N/A
Clause 15.01-1L Signs	Restrict digital, illuminated and electronic signs in urban areas that do not impact on amenity. Move to Strategy from Policy Guideline: Avoid digital, illuminated and electronic signs in urban areas that impact on amenity.	Council officers have redrafted Clause 15.01 1L (Signs) in response to the comments provided by Submitter 11, with changes made to improve clarity around the term “amenity”.	11
Clause 15.01-1L Signs	Added to policy guideline: Support digital, illuminated and electronic signs in urban areas that: • Maintain views and vistas along the streetscapes; • Minimise visual distraction and saturation of advertising in public areas; • Retain trees and high quality landscaping; • Retain architectural elements and features; • Minimise disturbance and impacts on places of heritage significance; • Sited away from CBD gateways, town gateways and/or tourism gateways.	Council Officers agree that the Strategy’s recommendation to support a minimum one kilometre separation between Major Promotion Signs does not fully account for the context of the Traralgon Activity Centre. In response, Officers have redrafted the Strategy to introduce a Major Promotion Sign Policy Guideline, reflecting the comments provided by Submitter 11. Officers have reviewed the existing placement of Major Promotion Signs within the Traralgon Activity Centre and the periphery area and note that they are generally spaced at approximately 800 metre intervals. Officers consider this spacing to represent a more appropriate and less restrictive separation distance.	11
Clause 15.01-1L	Support a minimum of one kilometre separation between major promotion signs. • Provide a minimum of 800 metre separation between major promotion signs on the same road and; • Support major promotion signs within 800m on the same street if they are within regional and sub-regional centres and activate an existing blank wall, provided they are fixed to a building, wholly within the built form and do not project outside of the building footprint.	The authorised changes have also been redrafted to apply to Major Promotion Signs located on the same road, consistent with the approach adopted through Amendment C383, and aligned with a similar policy guideline in the City of Greater Geelong Sign Guidelines (2024) (p. 58). In addition, officers acknowledge that supporting Major Promotion Signs on blank walls can contribute to improvements in the visual quality of spaces. Accordingly, a further policy guideline has been introduced to support signage on blank walls, responding to comments regarding context within Activity Centres.	11
Clause 15.01-1L	Sign structures should be designed in a manner to not dominate to the surrounding area or detract from the host or site building. Encourage the appearance, size, illumination and other aspects of signs to complement the building, or site on which they are displayed and not detract from the character of the surrounds.	Officers note the term ‘subordinate’ is not well defined and have amended the Precinct requirements at Clause 37.08 Activity Centre Zone Schedule 1, as per requested from Submitter 11.	11

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Schedule 1 to Clause 37.08 Activity Centre Zone 5.3-4– Precinct Guidelines	The scale and location of signage should be complementary subordinate to the built form and site features.	Officers have noted the vagueness of the term dominate and have proposed alternative phrasing.	11
Clause 37.08 Activity Centre Zone Schedule 1 Design and Development – Signage and Lighting 4.4	Encourage lighting that promotes safety to the environment —a safe environment.	An administration error.	N/A
Clause 37.08 Activity Centre Zone Schedule 2 Section 2 Table of Uses	Must be at least 200 metres (measured by the shortest shortest route reasonably accessible on foot) from a residential zone or, land use for a hospital, primary school or secondary school or land in a Public Acquisition Overlay to be acquired for a hospital, primary school or secondary school.	An administration error.	N/A