

Panel Submission – Part A

Planning Scheme Amendment C151
Latrobe City Signage Strategy

Latrobe City Council
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ATTACHMENTS

Attachment No.	Description
Attachment 1	Letter of Directions (Planning Panels Victoria) 1 July 2026.
Attachment 2	Letter of Authorisation of Amendment C151latr 31 October 2025.
Attachment 3	Amendment C151latr Explanatory Report (Exhibition version).
Attachment 4	Copy of Submissions.
Attachment 5	Summary of Submissions Table.
Attachment 6	Amendment C151latr Day 1 Ordinance Documents.
Attachment 7	Proposed Changes in response to Submissions Table
Attachment 8	Strategic Assessment Guidelines

1. Introduction and Overview

- 1 Latrobe City Council (Council) is the Planning Authority for Amendment C151 (the Amendment) to the Latrobe Planning Scheme.
- 2 At the 22 September 2025 Council Meeting, Council resolved to endorse the *Latrobe City Signage Background Report (2025)* and the *Latrobe City Signage Strategy (2025)*. Council resolved to request Authorisation of the Amendment from the Minister of Planning to prepare Amendment C151 – Signage Strategy.
- 3 The *Latrobe City Signage Strategy (2025)* will support applicants applying for signage permits by providing clear guidance of preferred signage Council is seeking.
- 4 The Amendment specifically makes changes to:
 - Clause 15.01 Built Form, by inserting local policy (Clause 15.01-1L-01 Signs) which will provide clear guidelines for two (2) of the eight (8) identified character areas.
 - Amends Clause 37.08 Activity Centre Zone Schedule 1 (Traralgon Activity Centre) and Schedule 2 (Morwell Activity Centre), to support clear guidance on what signs are appropriate in our Activity Centre Zones (ACZ).
 - Amends the Schedule to Clause 72.08 Background Documents to insert the *Latrobe City Signage Strategy (2025)* as a background document.
- 5 A request for authorisation to the Minister for Planning was lodged on 25 September 2025. On 31 October 2025 the Minister for Planning authorised Council to prepare and place Amendment C151 on Exhibition.
- 6 The Amendment applies to land throughout the municipality of Latrobe City Council.
- 7 Exhibition of the Amendment was undertaken from 22 January 2026 to 23 February 2026.
- 8 During this time 11 submissions were received, these are as follows:
 - Eight (8) of the submissions were in support of the Amendment or request changes that can be supported;
 - One (1) submission objected to the Amendment;
 - Two (2) submissions were withdrawn;
 - Two (2) submissions remain outstanding; and
 - Four (4) submissions are considered to be ‘wholly irrelevant under section 23 part 6 of the *Planning and Environment Act 1987*.
- 9 The Part A submission has been prepared by the Planning Authority, Latrobe City Council in response to the Panel Directions (Direction 5) issued on 1 July 2026 which states:

Council must file Part A (Background and Context) submission by 12 noon on Friday, 24 July 2026 that includes:

- a) background to the Amendment including chronology of events*
- b) a summary of the conditions of authorisation and how they have been met*
- c) a summary of the strategic context, including:*
 - i. relevant planning policies and provisions*
 - ii. any other recently approved or upcoming amendments that might impact on the Amendment*
- d) a summary of any permit applications or recently granted permits that might impact on the Amendment*
- e) a summary of the issues raised in submissions, including an explanation of which (if any) of those have been resolved and how.*

10 Latrobe City Council's Part B submission will be delivered on 12 noon on Thursday, 30 July 2026 and will:

- Address the matters raised in the submissions;
- Address matters raised in Panel Directions issues; and
- Details of any proposed post exhibition changes, including Latrobe City Council's position on the Amendment.

11 Latrobe City Council welcome the assessment and recommendations of the Planning Panel.

2. Panel Directions

12 A Directions Hearing was held for Amendment C151 on 1 July 2026.

13 A letter of directions was provided to Latrobe City Council by the Panel on 1 July 2026 (**Attachment 1**).

14 Sections 3 - 6 of the Part A submissions address the directions by the Planning Panel, which includes:

- Section 3 addresses the content requested in direction 5(a);
- Section 4 addresses the content requested in direction 5(b);
- Section 5 addresses the content requested in direction 5(c);
- Section 6 addresses the content requested in direction 5(d); and
- Section 4 addresses the content requested in direction 5(e).

3. Background to the Amendment

11. The *Latrobe City Signage Strategy (2025)* applies to land throughout the municipality of Latrobe City Council, specifically the Amendment makes minor changes to Schedule 1 (Figure 1) and Schedule 2 (Figure 2) to Clause 37.08 Activity Centre Zone. The *Latrobe City Signage Strategy (2025)* does refer to other 'character areas' in the municipality.
12. The character areas include:
 - Regional and Sub-regional Retail Centres;
 - Large Town Centres;
 - Neighbourhood and Local Activity Centres;
 - Small Town Centres;
 - Residential and Rural Areas;
 - Heritage Places; and
 - Major Promotion Signs.

3.2 Study Area

While the strategy applies to the entire municipality, it makes minor changes to the Activity Centre Zones in Traralgon and Morwell. The areas for these are shown below.

Figure 1: Traralgon Activity Centre Schedule 1 Clause 37.08 (ACZ1). Latrobe Planning Scheme, 2026.

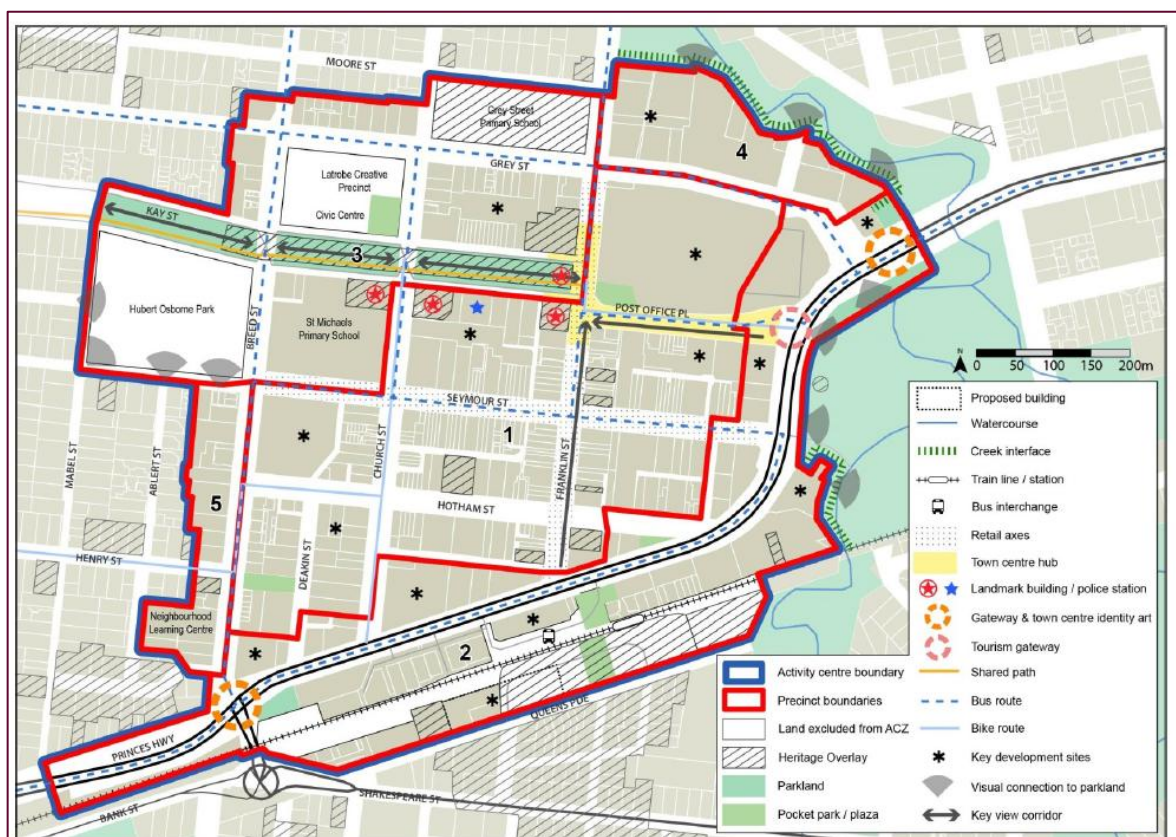
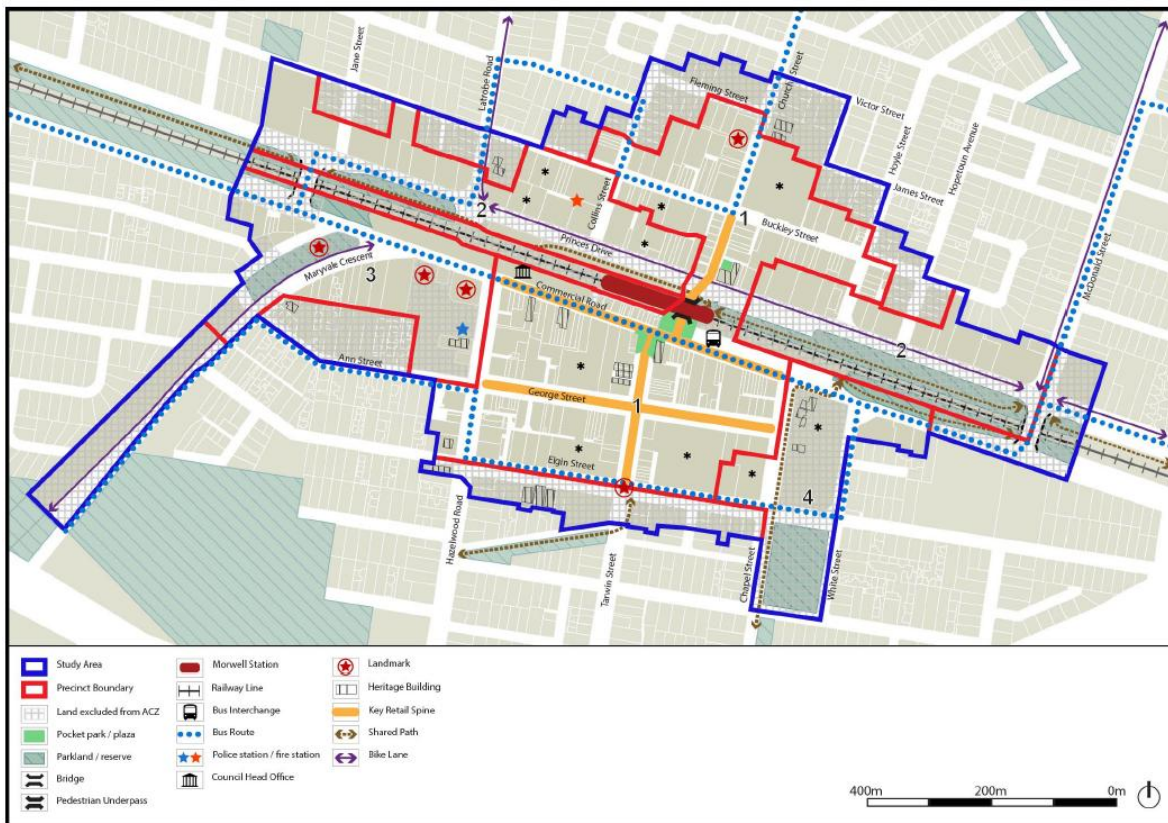


Figure 2: Morwell Activity Centre Zone Schedule 2 to Clause 37.08 (ACZ2). Latrobe Planning Scheme, 2026.



3.3 Current Controls

13. The general sign strategies apply to all signs and therefore apply across a number of zones and overlays. Specifically:
 - Regional Retails Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell) and Large Town Centres (Churchill)
 - *Activity Centre Zone Schedule 1 and 2 (ACZ1 and ACZ2) and Commercial 1 Zone (C1Z).*
 - Mid Valley Shopping Centre (Morwell) and Big Box Retail
 - *Commercial 1 Zone (C1Z), Commercial 2 Zone (C2Z), Industrial 1 Zone (IN1Z) and Industrial 3 Zone (IN3Z).*
 - Local and Neighbourhood Activity Centres
 - *Commercial 1 Zone (C1Z) and Mixed Use Zone (MUZ).*
 - Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)
 - *Township Zone (TZ).*
 - Rural and Residential Areas
 - *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).*

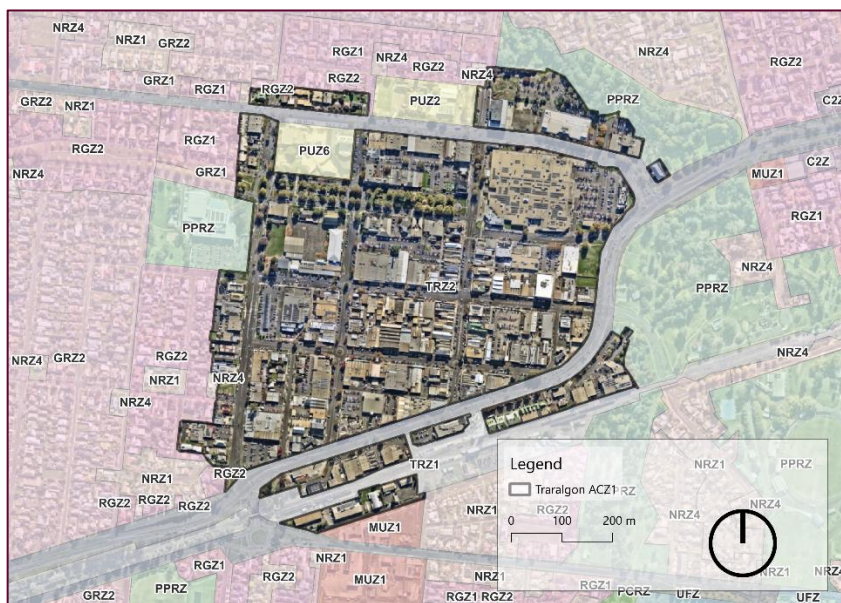
- Major Promotion Signs
 - *Industrial 1 and Industrial 3 (IN1Z and IN3Z), Commercial 2 (C2Z), Activity Zone 1 and 2 (ACZ1 and ACZ2), Transport Zone 2 (TRZ2) and Farming Zone (FZ).*
- Heritage Places
 - *No Zones – Heritage Overlay (HO).*

14. The commercial areas of Traralgon and Morwell have the following controls shown at 3.3.1 and 3.3.2:

3.3.1 Traralgon

15. The following zones apply to land affected by the Amendment in Traralgon (Figure 3):
- a. Activity Centre Zone (ACZ1).

Figure 3: Traralgon Activity Centre Zoning



16. The following overlays apply to land affected by the Amendment in Traralgon (Figure 4):
- a. Floodway Overlay (FO);
 - b. Heritage Overlay(s) (HO);
 - c. Land Subject to inundation Overlay (LSIO);
 - d. Parking Overlay (PO); and
 - e. Specific Controls Overlay (SCO).

Figure 4: Traralgon Activity Centre Overlays.



3.3.2 Morwell

17. The following zones apply to land affected by the Amendment in Morwell (Figure 5):

- a. Activity Centre Zone (ACZ2).

Figure 5: Morwell Activity Centre Zoning



18. The following overlays apply to land affected by the Amendment in Morwell (Figure 6):

- a. Environmental Audit Overlay (EAO);
- b. Heritage Overlay (HO);
- c. Parking Overlay (PO); and
- d. Specific Controls Overlay(s) (SPO).

Figure 6: Morwell Activity Centre Zone Overlays



3.3.3 Surrounding Land

19. The Amendment does not specifically make changes to the sign provisions outside of the Activity Centre Zones. However, the Strategy does identify preferred signage in residential areas, including land within 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). These zoned areas are located in the periphery of the Activity Centre Zones.

3.4 Chronology and History

20. Table 1 below provides a summary of the projects / Planning Scheme Amendments that relate to the Amendment.

Table 1: History to the Amendment

Timeframe	Project	Status	Summary
2009-2010	Traralgon Activity Centre Plan Part 1	Adopted 2 August 2010	The Traralgon Activity Centre Plan will consist of a Structure Plan, Urban Design Framework and Implementation Plan, which will guide projected population growth and associated service demand in the Traralgon Activity Centre (TAC) for the next 20 years. Project was deferred until further work was undertaken on car parking.

2017	Traralgon Activity Centre Plan – Part 2	Endorsed by Council 13 November 2017	Completion of the Draft <i>Traralgon Activity Centre Plan</i>. The Plan provided general guidelines for all precincts on signage and lighting. Specifically, the Plan identifies preferred signage, which is currently in the Scheme at Schedule 1 to Clause 37.08, which Amendment C151 intends to make minor changes.
2018-2019	Amendment C105 – Live Work Latrobe	Gazettal 21 November 2019	Amendment C105 implemented the <i>Rural Land Use Strategy, Industrial and Employment Strategy and Housing Strategy (2019)</i> at Clause 21 (former). Amendment C105 implemented the Rural Land Use Strategy, Industrial and Employment Strategy and Housing Strategy (2019) at Clause 21. The Amendment also introduced the <i>Latrobe City Urban Design Guidelines (2018)</i> as a reference document.
2018-2019	Amendment C106 – Traralgon Activity Centre Plan Part 2	Gazettal 7 February 2019	The Amendment incorporated Schedule 1 to the Activity Centre Zone (Clause 37.08) for the Traralgon Activity Centre (ACZ1), introduced five (5) new precincts and associated precinct guidelines, including built form and development controls for each precinct. New provisions for signage and lighting were introduced under Clause 4.4. Additional guidance on signage is provided in the precinct-specific guidelines at Sub-section section 5.1-4, 5.2-4, 5.3-4, 5.4-4 and 5.5-4. As Amendment C106 introduced ACZ1, it is directly relevant to the minor changes made through Amendment C151.

2021	Latrobe Urban Design Guidelines	Endorsed by Council 21 April 2021	The <i>Latrobe Urban Design Guidelines</i> were first introduced through Amendment C105 in 2019. They were subsequently updated to make it consistent with changes made with the Latrobe Planning Scheme. The updated <i>Latrobe Urban Design Guidelines (2021)</i>, endorsed by Council on 21 April 2021, provide detailed design direction for commercial and industrial areas, including signage. In commercial areas, the purpose is to <i>ensure business identification signage is of a size and design which complements the host building and is not overly dominant in the streetscape as to cause visual clutter.</i> In industrial areas, the purpose is to <i>ensure business signage is not an overly dominant element on the site and does not cause visual clutter within the wider industrial precinct.</i> The Guidelines informed the Design and Development sections of Schedule 1 (Traralgon Activity Centre) and Schedule 2 (Morwell Activity Centre) to Clause 37.08 (ACZ1 and ACZ2), which were introduced through Amendments C106 and C137 respectively. Amendment C151 has made minor changes to the Activity Centre Zones (ACZ) identified by the <i>Latrobe City Signage Background Report (2025)</i>.
2020	Amendment C119 – Retail Strategy	Gazettal 13 August 2020	The Amendment implements the recommendations of the <i>Latrobe City Council Retail Strategy 2019 (Strategy)</i> by making changes to the local planning

			policy framework and including the Strategy as a background document at Clause 72.08. The Amendment introduces the Latrobe City Retail Hierarchy at Clause 21.02-5, currently (Clause 02.03-1) Activity Centres identifying seven (7) unique retail areas. Object 5.2 of the Strategy describes an action: <i>Provide a high-quality public realm through appropriate investment in street furniture, signage... that add to the appeal of centres.</i>
2020-2022	Morwell Activity Centre Plan	Completed	The <i>Morwell Activity Centre Plan (2022)</i> recommended introducing Precinct Guidelines – Public Realm and Landscape, which supported consistent and appropriate signage. The Plan directly impacts Schedule 2 (Morwell Activity Centre) to Clause 37.08, which Amendment C151 will make minor changes.
2022-2023	Amendment C137 – Morwell Activity Centre Plan	Gazettal 02 June 2023	The Amendment introduces Schedule 2 (Morwell Activity Centre) to Clause 37.08 Activity Centre Zone (ACZ2) by introducing new general guidelines and specific precinct and sub-precinct design and development guidelines for Signage and Lighting. Minor changes to the ACZ2 will be made through Amendment C151.
2024	Amendment C136	Gazettal 13 June 2024	The Amendment introduced the Latrobe City Urban Design Guidelines (2021) into the Latrobe Planning Scheme at Clause 15.01-1L Urban design in which Amendment C151 introduces new local policy as 15.01-1L Signs.

2024	Latrobe Planning Scheme Review	Completed	The Planning Scheme Review highlighted housing, jobs and livable communities as top priorities for Council. The Review recommended that Council undertake a signage strategy over the next four (4) years as further strategic work.
2025	Council Plan 2025-2029	Adopted 30 June 2025	The Plan highlights in Key Objective 1 – Infrastructure and City Centres, Improve the amenity and presentation of town entrances and CDB streetscapes, activity centres and public spaces through: • Increased cleaning and beautification programs; and • Signage improvements.
2025	Amendment C149 – Planning Scheme Review	Gazettal 02 October 2025	Identified the Signage Strategy for preparation at Clause 74.02 Further Strategic Work.
2025	VC294	Gazettal 27 October 2025	Amendment VC294 amends clause 52.05 (Signs) to exempt specified signs from planning permit requirements and removes default permit expiry dates for most signs. The VC Amendment at Clause 52.05-12 (Category 2 – Office and Industrial), removed some permit requirements for promotion signs. Although Amendment C151 does not make changes to Clause 52.05, it is useful to understand the new changes made through VC294 regarding permit triggers.
February 2026	Latrobe City Council – Economic Development	Adopted February 2026	The Strategy was adopted at the February 2026 Council Meeting and outlines the strategic direction of economic development in Latrobe City. Item 10 in the Strategy makes reference to protecting

	Strategy 2026-2031 (2026)		the City's strengths by, improving the amenity and presentation of Latrobe City's town entrances, activity centres and public spaces through signage, art and plantings and greening of the city. Although there are no actions which arise in the Strategy that relate to Amendment C151, town entrances are mentioned in the submission response of Submitter 11.
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21. Table 2 below provides an overview of the *Latrobe City Signage Background Review (2025)* and *Latrobe City Signage Strategy (2025)* through detailed site analysis and benchmarking against similar Councils, the Reports identify the issues and opportunities most pertinent to Latrobe City.

Table 2: Project Chronology

Timeframe	Stage	Summary
2013	Policy Related to Signage Strategy	The <i>Latrobe City Public Open Space Strategy – Strategy and Recommendations (2013)</i> categorises open space in Latrobe City. The Strategy recommends integrating components into the Latrobe Planning Scheme. Advertising signage outside the Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ) are not considered which relates to Submitters 5, 7 and 9's submissions.
2019	Policy Related to Signage Strategy	- The <i>Recreation Reserves and Facilities Signage Policy (2019)</i> was approved on 2 December 2019. The Policy addressed the restrictions associated with displaying promotional signage in areas designated as Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ) under State Planning Provisions. - Advertising signage outside the Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ) are not considered.
2020	Amendment C101	Amendment C101 introduced Sign Requirements at Clause 36.01 Public Use Zone (PUZ) and Clause 36.02 Public Park and Recreation Zone (PPRZ). The

		Amendment introduced Regional and Local facilities to the Scheme and associated these with the Categories listed under Clause 52.08.
2020 – 2021	Pre – Signage Strategy	Commencement of the Signage Strategy was first identified in Strategic Planning Projects for the 2020 – 2021 Financial Year.
April 2021	Background Review	A background review of other municipality signage provisions was completed in April 2021.
November 2021	Background Review	Signs Planning Control Review completed. This review identified an absence of local sign provisions at Clause 15.01.
27 October 2021 – 19 August 2022	Pre – Signage Strategy	- Strategic Planning provided advice to Planning Permit 2021/35 27 Franklin Street, Traralgon for the development of land with a major promotion sign (MPS); - The application was generally in accordance with the strategic direction of the Latrobe Planning Scheme, subject to some minor changes around the size of the sign and that it should be below the parapet. Noting that the increase in billboards within the CBD area should be limited; Submitter 10 objects to Planning Application 2022/325 on 17 December 2021 on the grounds of vehicle safety, a detrimental effect on the quality of the work environment and the amenity of the CBD; - The Department of Transport (now the Department of Transport and Planning) did not have any objections to the proposed sign as of 20 February 2022; - The initial application for a major promotion sign was to follow the dimensions 4,160cm X 5,160cm. Revised plans of the application sent on 19 May 2022, amended the sign to 7,150cm X 885cm; and - A planning permit was issued, with conditions, on 18 August 2022.

		- The Strategic Planning Referral dated 27 October 2021 notes: <i>There does appear to be a pattern of electronic billboards being introduced into the Traralgon CBD, including 1 Church Street and 114 Hotham Street. Given the increase, should this be more common, Strategic Planning will be requesting changes in future proposals to limit further illuminated or electronic signs.</i> - Planning application 2022/325 was pivotal in drafting the <i>Latrobe City Signage Strategy (2025)</i>.
February 2023 – March 2024	Background Review - Site Visits	- An overview of existing signage (size, location, types, saturation) was performed across the municipality. - Specific issues and opportunities were identified in the character areas at this stage of the Project.
April 2024	Background Review	Clause 52.05 and relevant State and local policy was reviewed. The review highlighted the absence of clear sign guidelines at the local level.
June 2024	Policy related to Signage Strategy	<i>Recreation and Reserves Signage Policy Version 2</i> Adopted June 2024 Council Meeting. The revised Policy updated the 'Policy' endorsed by Council in 2019 (Version 1). - Version 1 was presented to Councillors and user groups, where 14 submissions were received. Initial consultation was held in November 2023 and January 2024. - Subsequently, Version 2 was drafted to reflect the feedback of the 14 submissions. A second round of feedback between 1 March 2024 and 31 March 2024 collated further feedback after Round 2. The actions directly related to Amendment C151, include:

		◦ <i>Listing Baillie Reserve, Tyers (as it was previously not mentioned in Version 1).</i> • Advertising signage outside the Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ) are not considered. Submitters 5, 7 and 9 were informed that the Strategy does not change the sign categories in the PPRZ and PUZ, and their submissions were considered wholly irrelevant under section 23(6) of the <i>Planning and Environment Act 1987</i>.
April 2025	Draft Review	• The first draft of the <i>Latrobe City Signage Review (2025)</i> is complete.
September 2025	Draft Strategy	• The first draft of the Latrobe City Signage Strategy (2025) is complete.
August 2025 – December 2025	Planning Application related to Amendment	• Strategic Referral Response 7 August 2025 for 2025/240 does not support (Submitter 11's) proposal as it does not align with existing policy. • Strategic Referral Response 20 October 2025 for 2025/240 refuse the application of an electronic major promotion sign on the grounds that it does not align with the Latrobe Planning Scheme at Schedule 1 (Traralgon Activity Centre) to Clause 37.08 Activity Centre Zones (ACZ1). • DTP refuses the application for an electronic major promotion sign on grounds it poses a safety risk to motorists travelling along Princes Street, Traralgon on 19 December 2025.
September 2025	DTP Authorisation	• DTP Authorises the Amendment to proceed to Exhibition on 31 October 2025.

4. The Amendment

4.2 The application

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

23. Specifically, the Amendment:

- Proposes to implement the recommendations of the *Latrobe City Signage Strategy (2025)* (the Strategy) into the Latrobe Planning Scheme. 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.*

4.3 Chronology of events

24. Table 3 below provides a chronology of the progression of Amendment C151 with further details provided through section 4.

Table 3: Amendment C151 Chronology of Events

Date	Event
August 2025	Council Officers send draft ordinance documents for review. Feedback is received from the DTP and internal Statutory and Strategic Planning Council officers.
September 2025	Council Report to seek Authorisation for and to Exhibit Amendment C151. Council resolved: <i>That Council:</i> 1. endorses the draft Latrobe City Signage Background Review and Latrobe City Signage Strategy, for public exhibition as part of Amendment C151; 2. requests authorisation from the Minister for Planning to prepare and exhibit Amendment C151 to the Latrobe Planning Scheme, in accordance with section 8A of the Planning and Environment Act 1987; 3. prepares Amendment C151 to the Latrobe Planning Scheme to implement the recommendations of the Latrobe City Signage Strategy into ordinance, generally in accordance with the documentation provided, subject to Ministerial Authorisation; and 4. places Amendment C151 on exhibition in accordance with the requirements of section 19 of the Planning and Environment Act 1987, subject to Ministerial Authorisation.
October 2025 – December 2025	Exhibition materials were prepared and included: • Developing a Stakeholder Engagement Strategy; • Developing a Communications and Engagement Plan; and • Drafting letters of notification, posters and fact sheets related to the Amendment details.
25 September 2025	Lodgment to Department of Transport and Planning (DTP) for Authorisation. Authorisation placed on further review 8 October 2025. No details were provided.
31 October 2025	Authorisation granted with conditions. Pre-set Planning Panel Hearing dates requested.
22 January 2026 – 23 February 2026	Exhibition of Amendment. 11 submissions were received.
25 May 2026	Council Meeting to consider all submissions. <i>Council resolved:</i>

	1. has received, noted and formally considered all submissions received in response to the exhibition of Amendment C151 to the Latrobe Planning Scheme; 2. notes the officer response to the issues raised by the submissions as outlined in the Summary of Submissions; 3. resolves that Submission 1, 2, 5 and 7 are wholly irrelevant to the Amendment and must not be referred to an independent Planning Panel by operation of Section 23(6) of the Planning and Environment Act 1987; 4. requests the Minister for Planning to appoint an independent Planning Panel to consider Submission 10 and 11 in relation to the Amendment in accordance with section 23 of the Planning and Environment Act 1987; 5. refers Submission 10 and Submission 11 to the independent Planning Panel for its consideration; 6. endorses the officer's response to the issues raised by submissions and the recommended changes to Amendment C151, as the basis for Council's submission to the Planning Panel; and 7. advises those persons who made written submissions to Amendment C151 of Council's decision.
28 May 2026	Panel Requested.
3 June 2026	Panel appointed for Amendment C151.
22 June 2026	Directions Hearing held for Amendment C151.
1 July 2026	Second Directions Hearing held for Amendment C151.
31 July 2026	Planning Panel Hearing scheduled for the Amendment.

4.4 Authorisation

25. At the Ordinary Council Meeting held on 22 September 2025, Council resolved to seek Authorisation from the Minister for Planning to prepare and exhibit Amendment C151.
26. Authorisation was subsequently granted on 31 October 2025 (with conditions), including:
 - 1) *Changes to the ordinance are required to reflect the proposed amendment:*
 - a) *Clause 15.01-1L-01 Signs must be updated to delete the proposed strategy "Avoid signs that create greater than 30 % glazing".*
 - a) *Schedules 1 and 2 to Clause 37.08 Activity Centre Zone must be revised as follows:*

- i. In Schedule 1, Section 4.3 Buildings and works, remove the proposed change of 70 per cent from the permit exemption.*
 - ii. In Schedules 1 and 2, Section 4.3 Signage and lighting, remove the repeated words 'and areas' with reference to below: Encourage illumination of building façades where lighting is well integrated into the façade design, subject to no light spilling into adjoining sensitive use areas and areas.*
 - b) In Schedules 1 and 2, no changes are visible in Section 9.0 Signs, therefore the ATS instructions to Modify these sections must be removed. If changes were intended to these sections, the council must discuss the changes with DTP prior to exhibition of the amendment.*
 - c) The Schedule to Clause 72.08 Background documents must reference the amendment as 'C151latr' and should include the 'latr' suffix where applicable to other amendments. The background document reference to Latrobe City Signage Strategy (Latrobe City Council, 2025) must be referenced consistently across the planning scheme.*
 - 2) As the request was lodged after 26 March 2025, the explanatory report must state how the amendment has considered Ministerial Direction 22 – Climate Change Considerations. Supporting guidance material to assess climate change considerations has been prepared by the Department of Transport and Planning (DTP) with the Department of Energy, Environment and Climate Action, and can be accessed through the DTP website at <https://www.planning.vic.gov.au/guides-and-resources/guides/all-guides/considering-climate-change-in-planning-decisions>.*
 - 3) The explanatory report must be amended to respond to the following matters:*
 - i. Ensure it is in the most recent template published by DTP which can be accessed via the website at <https://www.planning.vic.gov.au/planning-schemes/amendments/amendment-documentation-templates/amendment-documentation-templates/explanatory-reports>.*
 - ii. Ensure responses to relevant State and local planning policy are complete, up to date, and adequately explained, and where possible avoid verbatim copying of Clauses.*
27. All conditions were satisfied and changes to the Latrobe Planning Scheme were reviewed and incorporated into the final Amendment documents that were exhibited as part of the Amendment.
28. A copy of the authorisation letter can be found at **Attachment 2**.

4.5 Exhibition

29. In accordance with Section 19 of the *Planning and Environment Act 1987*, the Amendment was placed on exhibition from 22 January 2026 to 23 February 2026. A copy of the exhibited Explanatory Report at **Attachment 3** (a full copy of exhibition documentation including

background reports have not been included as these have previously been provided to Panel and are also available on Councils Website).

30. The Amendment was exhibited in the following manner:

- Notification to the Minister for Planning regarding the Amendment was provided on 22 January 2026.
- 2,894 notification letters to affected landowner and occupier letters were sent 22 January 2026.
- 21 notification emails to agencies, authorities, real estate agents, planning consultants and Ministers (including prescribed Ministers) were sent on 22 January 2026.
- Notice appeared in the Victorian Government Gazette on 21 January 2026.
- Notice appeared in the Latrobe Valley Express on 21 January 2026 and 4 February 2026.
- Displayed on Latrobe City Council's website and Have Your Say page.
- Hard copies available to be viewed at all Latrobe City Council Service Centres.
- Displayed on the DTP website.
- 1:1 information sessions held on:
 - *Tuesday 27 January 2026 12noon to 6pm Meeting Room 3 Moe Library, 1/29 George St, Moe;*
 - *Wednesday 4 February 2026 at 12noon to 6pm Latrobe City Headquarters – Nambur Wariga 141 Commercial Road, Morwell;*
 - *Friday 6 February 2026 at 12noon to 6pm Meeting Room 1 Churchill Community Hub 9/11 Phillip Parade, Churchill; and*
 - *Wednesday 11 February 2026 at 10am to 7pm Function Room 1 Gippsland Performing Arts Centre (GPAC) 32 Kay St, Traralgon.*
- Notification of the Amendment and information sessions was posted on Latrobe City Council's Facebook Page.

31. As a result of the exhibition process Latrobe City Council officers:

- Received 17 landowner telephone enquiries;
- Received 383 unique views on the Have Your Say and Amendment C151 website pages;
- Responded to four (4) written enquiries received to the amendment; and
- Had nine (9) interested parties attended the consultation sessions held between 22 January 2026 and 23 February 2026.

4.6 Submissions

32. A total of 11 submissions have been received in relation to the Amendment. There were:

- Two (2) from agencies and authorities; and
- Nine (9) from landowners.

All submissions were considered at the 25 May 2026 Council Meeting.

33. The submissions have been summarised as follows and in Table 4:

- Eight (8) submissions which support the Amendment or request changes to the Amendment which can be supported;
- One (1) submission that objected to the Amendment;
- Two (2) submissions which requested changes but have been resolved with further information provided or proposed change(s) to the Amendment;
- Two (2) submissions remain outstanding and were referred to an Independent Planning Panel; and
- Four (4) submissions are considered to be 'wholly irrelevant under section 23 part 6 of the *Planning and Environment Act 1987*.

Table 4: Summary of Submission Received

Amendment C151 Submissions	
Support	3
Support with changes	5
Objection	1
Objection Resolved	2
Total Submissions	11
Unresolved Submissions Four (4) are considered wholly irrelevant	6

34. The key issues raised in the submissions are detailed in Section 4.7 of the report. A copy of all submissions received and Council officer's response to submissions is provided at **Attachment 4 and 5**.

4.7 Key issues raised in submissions

35. The key themes raised in submissions are as follows:

- A lack of tourism signage particularly in areas surrounding points of interest;
- Support of the Amendment;

- Changes to the signage categories in Schedule to Clause 36.02 – Public Park and Recreation Zone;
- Need for easier processes for events signage, specifically in small towns;
- The Amendment being an overreach of the planning controls relating to business signage;
- Certain requirements, such as maintaining visibility into shopfront windows and limiting signage to within the building line, would restrict businesses' ability to effectively advertise and attract customers;
- Concerns about perceived inconsistencies in Council's approach to signage approvals,
- The proposed controls introducing unnecessary constraints and red tape for businesses that rely on signage for visibility and economic viability;
- Concerns that the restrictions on digital, illuminated and electronic signage are ambiguously drafted and insufficiently targeted;
- The provisions do not adequately recognise the legitimate commercial role and character of Precinct 2 in Schedule 1 Activity Centre Zone (Princess Highway and Traralgon Station Corridor) as a gateway location and commercial corridor;
- Concerns regarding the proposed 1-kilometre separation requirement for major promotion signs being arbitrary and unsupported by evidence;
- Lack of sufficient guidance for implementation of the integration and subordination requirements, creating uncertainty for applicants and decision makers; and
- Assertion that the proposed provisions are largely redundant given the existing controls within Clause 52.05 and the ACZ1 Schedule and may create interpretive uncertainty and unnecessary compliance costs without delivering additional planning benefit.

4.8 Proposed changes in response to submissions

36. A total of One (1) submission requested changes to the exhibited Amendment, which Council officers consider to be appropriate to the Amendment. This includes:
- General grammar and spelling changes to Clause 15.01-1L, Schedule 1 and Schedule 2 to Clause 37.08.
 - Redrafted Clause 15.01-1L to improve clarity around the term 'amenity';
 - Reviewed Exhibited changes to include an amended policy guideline at Clause 15.01-1L to include threshold distances of 800 metre (changed from the 1000m that was exhibited) of major promotion signs along the same roadway;
 - Reviewed Policy guidelines at Clause 15.01-1L to include measurable requirements for digital, illuminated and electronic signs in urban areas;

- Drafted changes to Clause 15.01-1L, by removing the word ‘dominate’ as it was not well defined; and
 - Drafted changes Clause 37.08 Activity Centre Zones (ACZ1), Sub-sub section 5.3-4 Precinct Guidelines, by redefining the word ‘subordinate’ and rephrasing the policy sentence.
37. Subsequently, changes have been made to the ordinance documents at Clause 15.01-1L (Signs), Schedule 1 (Traralgon Activity Centre) to Clause 37.08 and Schedule 2 (Morwell Activity Centre) to Clause 37.08. Please see **Attachment 6** Day 1 version of the policy documents and **Attachment 7** for proposed changes in response to the submissions table.
38. In responding to submissions, additional discrepancies were identified with the grammar in Clause 15.01-01L.
39. Administrative errors were also identified in the Table of Uses in Schedule 2 of Clause 37.08 Activity Centre Zone which has been corrected as a Post-Exhibition change.
40. All submissions received to the Amendment were presented to Council on 25 May 2026 for consideration (see **Attachment 6** for a copy of post exhibition amendment documentation). Due to two unresolved submissions Council resolved to appoint a Planning Panel for Amendment C151.

5. Strategic Context and Assessment

5.1 Ministerial Directions

41. The Amendment is consistent with the *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.
42. 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.
43. 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.

5.2 Practice and advisory notes

44. To assist with preparing a comprehensive strategic evaluation of the Amendment, the following Planning Practice Notes were utilised.

Planning Practice Note 46: Strategic Assessment Guidelines

45. Planning Practice Note 46: Strategic Assessment Guidelines for preparing and evaluating Planning Scheme Amendments (PN46) was relied upon for guidance. The Strategic Assessment Guidelines provides a consistent framework for preparing and evaluating a proposed planning scheme amendment and its outcomes.

5.3 Latrobe Planning Scheme

5.3.1 Municipal Planning Strategy

46. **Clause 02.03-1 Settlement**

Activity Centres

Planning for Activity centres seeks to:

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

47. **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.

5.3.2 Planning Policy Framework

48. Clause 11.03-1L-01 Activity Centres

- The Amendment will facilitate development within the Traralgon 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.

49. 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; and*
 - *Discourage signs that distract road users and impact pedestrian movement.*

50. 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; and*
 - *Protect the safety and movement of publicly used spaces.*

51. 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 the built form at the correct scale. The Amendment will encourage signage to be

located away from the public realm and does not impede 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 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; and*
 - *Encourage signs that do not contrast in scale of natural environment and built form.*

5.4 Strategic Assessment Guidelines

52. The Strategic Assessment Guidelines aim to ‘provide a consistent framework for preparing and evaluating a proposed planning scheme amendment and its outcomes’. The assessment of the guidelines is provided at **Attachment 8**.

5.5 Background Reports

53. Two Background reports were prepared to support the Amendment. These are the:

- Latrobe City Signage Background Review (2025); and
- Latrobe City Signage Strategy (2025).

54. The *Latrobe City Signage Background Review (2025)* identified a gap in Policy and seeks address compliance issues with signage. The review identified eight (8) different character areas that needed more specific consideration based on the land use patterns and types of development.

55. A review of the eight (8) character areas highlighted site-specific issues and opportunities to address these concerns. Notably, the Review assessed existing Policy and identified a gap in local signage provisions.

56. The Review addresses signage through issues (Paragraph 56-58) and opportunities summarised at (Paragraph 59) what have been categorised into three (3) themes below:

57. Visual Clutter

- 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;
- Visual clutter resulting from excessive numbers and sizes of signs, as well as their placement;

- Saturation of signs to smaller strip shopping stores;
- Excessive number of freestanding signs with buildings that also incorporate a large amount of signage; and
- Major promotion signs located at many entry points to into towns taking away from character of township.

58. **Sign Inconsistencies and Scale**

- Digital signs are generally incompatible with the character of heritage places;
- Dominance over other surrounding types of signs, particularly business identification signs that are seen to be more within the character of the area; and
- Some signs appear to dominate the building facade due to their size and not able to be incorporated into the built form.

59. **Old Signs**

- Old signs, including frames and sign structures remain, where they have deteriorated or new signs have not been installed in the same location;
- Large amounts of signs that do not comply with existing policy; and
- Redundant signs are visible in most areas, including product brands, painted surfaces, previous shop signs and sign structures.

60. The opportunities identified in the Review are summarised below:

- Illustrations are required to demonstrate what signage is appropriate for different character areas;
- Support policy which discourages signs that are not wholly within the built form;
- Provide further details about the standards of signage in relation to scale; and
- Noting the pride in how a town is presented at key entry points should be preserved from an over-saturation of major promotion signs.

61. The *Latrobe City Signage Strategy (2025)* introduces visual guidance on what signage is encouraged in Latrobe City. The Strategy introduces eight (8) character areas highlighting signs which are encouraged and discouraged, through objectives, strategies and policy guidelines that are embedded into the Latrobe Planning Scheme.

62. The Strategy now includes actions in response to the submitters' feedback during Exhibition.

63. These actions were considered outside the scope of Amendment C151; however, they have been addressed as actions for future project and amendment work to contribute to the look

and feel of the municipality. The Strategy has been introduced as a background document in the Latrobe Planning Scheme at the Schedule to Clause 72.08 Background documents.

64. Both documents identify a gap in local policy and aim to provide support through a visual tool to aid applicants in the planning permit process for signage.

5.6 Amendment Documents

65. The Amendment proposes to make changes to: Clause 15.01 by inserting local Policy through general strategies and guidelines as well as specific strategies and guidelines for the eight (8) character areas identified in the *Latrobe City Signage Strategy (2025)*. The Amendment will make minor changes to Schedule 1 (Traralgon Activity Centre) and Schedule 2 (Morwell Activity Centre) to Clause 37.08 Activity Centre Zones (ACZ1 and ACZ2). The Amendment introduces the *Latrobe City Signage Strategy (2025)* as a background document at Clause 72.08 Background documents.
66. The Amendment has made changes Post Exhibition in response to Submissions. These changes are described at Paragraph 38 and 39 and in more detail at **Attachment 7**.

6. Further strategic work relevant to the Amendment

6.1 Council Plan and Community Vision

6.1.1 Community Vision

67. The community vision sets out the aim for the Council Plan. Latrobe City Council's community vision is:

In 2035, Latrobe City is a vibrant, thriving healthy, connected and welcoming regional community where everyone feels safe and involved.

Our local businesses prosper, creative diverse job opportunities, foster a highly skilled workforce and draw significant investment. Latrobe City is a hub of growth, learning, opportunity, and innovation.

We have stunning natural surroundings and outstanding, creative, educational, recreational and cultural opportunities that underpin exceptional wellbeing and renowned visitor experiences.

68. The Amendment will support investment in the Region and contribute to a vibrant, thriving community by contributing to attractive and well organised human and natural environment.
69. The Council Plan is structured around three strategic directions. Our Economy, Our City and Our Community. The connected strategic direction relates to Amendment C151latr, in particular the following:

Our City - Key Objective 1 – Infrastructure & City Centres

- *Improve the amenity and presentation of town entrances and CBD streetscapes, activity centres and public spaces through: ...signage improvements*

Our Economy – Key Objective 3 – Local Business

- *Promote small business and local enterprise.*

70. The Amendment proposes to introduce the *Latrobe City Signage Strategy (2025)* as a background document at the Schedule to Clause 72.08 Background documents. These changes will provide clear and consistent guidance through visual imagery and annotations of what Council is encouraging and discouraging in the identified eight (8) character areas. As a result, applicants are expected to require less direct guidance from Council officers when preparing signage applications.

6.2 Current Planning Scheme Amendments and Project Work

71. Latrobe City Council is not currently undertaking any amendment or project work directly related to Amendment C151latr; however, the following proposed amendments and project work could be impacted by Amendment C151latr:

- *Churchill Town Centre Plan (2026)*;
 - *Amendment C152 - 5483 and 5495 Princes Highway, Traralgon (known as Hollydale)*;
 - *Amendment C156 - Heritage Boulevard Local Activity Centre*;
 - *Amendment C155 - Moe Activity Centre Plan (2026)*;
 - *Planning Scheme Review (2026)*; and
 - *Amendment C148 – Industrial Interface Assessment*.
72. The Amendments and proposed projects will largely affect the proposed overlay or zoning applications, which historically describe sign requirements. The *Planning Scheme Review (2026)* will ultimately make minor changes to sign provisions in the Scheme. As the projects have not yet been endorsed by Council and the amendments have not yet been authorised, Council officers cannot comment on specific details of how they affect Amendment C151latr.
73. No other proposed amendments affect Amendment C151latr.

6.3 Previous Planning Permit Applications that relate to the Amendment

6.3.1 Planning Application 2020/219 Secondary Consent

74. Planning application 2020/219 proposed changes to the external façade and signage at 21-25 Kirk Street, Moe. The applicant was issued with notice to amend the application using the *Latrobe City Signage Strategy (2025)* as a guide, on 17 September 2025. The changes requested, included limiting the amount of signage on the façade. The planning application was approved on 30 September 2025 with the requested changes made.

6.3.2 Planning Application 2021/325 27 Franklin Street, Traralgon

75. Planning Permit 2021/325 allows the display of an electronic sign, in accordance with the endorsed plans within the permit. The permit was issued on 18 August 2022 and relates to **Submitter 10's** response. The planning permit for 2021/325 directly resulted in identifying the *Latrobe City Signage Strategy (2025)* as a priority project to support reducing digital, illuminated and electronic signs in the Activity Centres.

6.3.3 Planning Application 2025/240 146-188 Franklin Street, Traralgon

76. Planning application 2025/240 proposed a major promotion sign which will be electronic and internally illuminated. The sign will have a total area of 27 square metres. The Planning applications relates to a current, ongoing discussion between Council and **Submitter 11**. The matter has been referred to the Victorian Civil and Administrative Tribunal (VCAT) on 2 and 3 September 2026.

6.3.4 Planning Application 2025/598 18-20 Moore Street, Moe

77. The planning application 2025/598 proposed additional signage to the Moe Plaza at the

Moore Street and Market Street Façades. Strategic Planning provided advice on 6 October 2025 informing the applicant to consider the Strategy. The plans for 18-20 Moore Street, Moe were approved on 14 November 2025.

6.4 Previous Planning Scheme Amendments

6.4.1 Amendment C106 Part 2 Gazetted 7 February 2019

78. The Amendment implemented the recommendations of the *Traralgon Activity Centre Plan 2018* by amending Clauses 21.02, 21.07, 21.09 and 21.10 of the Municipal Strategic Statement; introducing a new Clause 37.08 Activity Centre Zone (ACZ) and a new Schedule 1 to Clause 37.08; rezoning all Commercial 1 Zone and Mixed Use Zone land in the Traralgon Activity Centre to the ACZ; and correcting minor zone anomalies. The Amendment introduced new precinct guidelines for the Traralgon Activity Centre, where the precinct guidelines provide details on preferred signage. The proposed Amendment C151latr, will make minor changes to Schedule 1 to Clause 37.08 Activity Centre Zone) (ACZ1) which were introduced through Amendment C106.

6.4.2 Amendment C105 Gazetted 21 November 2019

79. The Amendment implemented the recommendations of the Live Work Latrobe project, comprising the Housing Strategy, Industrial and Employment Strategy, and Rural Land Use Strategy. The Amendment introduced new policy at Clause 21.06-4 Objective 3 (Clause 15.01) where the strategy ensures open spaces areas, include signage where possible. The Amendment also mentions at 21.06-5 Objective 4 *to ensure that urban design and landscaping improves the visual amenity of gateways, transport, routes, streets and places*, which the Signage Strategy makes reference to in the proposed ordinance. The Amendment also introduced the *Latrobe City Urban Design Guidelines (2021)* as a reference document.

6.4.3 Amendment C101 Gazetted 6 March 2020

80. The Amendment implemented recommendations from the *Latrobe Planning Scheme Review Report (2014)*, along with addressing other anomalies. Amendment C101 introduced Sign Requirements at Clause 36.01 Public Use Zone (PUZ) and Clause 36.02 Public Park and Recreation Zone (PPRZ). The Amendment introduced Regional and Local facilities to the Scheme and associated these with the Categories listed under Clause 52.08. The Amendment will only affect land within the PPRZ and PUZ and does not make changes to advertising signage outside of these zones.

6.4.4 Amendment C119 Gazetted 13 August 2020

81. The Amendment implemented the recommendations of the *Latrobe City Council Retail Strategy 2019* (Strategy) by making changes to the local planning policy framework and including the Strategy as a background document at Clause 72.08. The Amendment introduces the Latrobe City Retail Hierarchy at Clause 21.02-5, currently (Clause 02.03-1)

Activity Centres, of which Amendment C151latr has proposed to make changes to by inserting local policy at Clause 15.01-1L.

6.4.5 Amendment C137 Gazetted 2 June 2023

82. The Amendment implemented the land use and development directions from the Morwell Activity Centre Plan background reports and *Morwell Activity Centre Plan (Latrobe City Council, 2022)* by introducing new zones, overlays and local planning policy into the Latrobe Planning Scheme. The Amendment introduced new precinct guidelines for the Morwell Activity Centre, where precinct guidelines provide details on preferred signage. The proposed Amendment C151latr will make minor changes of the Clause which were introduced through Amendment C137.

6.4.6 Amendment C136 Gazetted 13 June 2024

83. The Amendment implemented the recommendations of the Latrobe Social and Affordable Housing Strategy (SGS Economics and Planning, November 2021) and the Latrobe City Urban Design Guidelines (Hanson, March 2021). This includes changes to the Planning Policy Framework to encourage the supply of social, affordable and specialised housing developments and introduces updated urban design guidelines and associated strategies. The Amendment introduced the Latrobe City Urban Design Guidelines (2021) into the Latrobe Planning Scheme at Clause 15.01-1L Urban design in which Amendment C151latr introduces new local policy as 15.01-1L Signs.

6.4.7 Amendment C149 Gazetted 2 October 2025

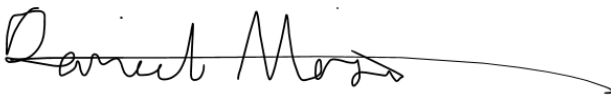
84. Implemented the Latrobe Planning Scheme Review 2024 by updating the Municipal Planning Strategy and Planning Policy Framework, amending zone and overlay mapping and amending the schedules to zones, overlays, general provisions and operational provisions. The Amendment made minor administration changes to Clause 15.01 and Schedule 1 and Schedule 2 to Clause 37.08 (ACZ1 and ACZ2), which will be updated through the proposed Amendment C151latr. The Amendment identified the *Latrobe City Signage Strategy (2025)* for preparation at Clause 74.02 Further Strategic Work.

6.4.8 Amendment VC294 Gazetted 27 October 2025

85. Amendment VC294 reforms sign provisions to exempt specified signs from planning permit requirements and remove mandatory permit expiration dates for most signs. The Amendment made changes to Clause 52.05-10 Signs not requiring a planning permit, by inserting further guidance on what signs do not require a planning permit. The Amendment does not direct affect the proposed Amendment C151latr as the Exhibited documents do not make changes to Clause 52.05 Signs.

7. Conclusion

86. The Amendment introduces new objectives, strategies and policy guidelines into Clause 15.01-1L signs, and introduces specific policy for Heritage Places and Major Promotion Signs. The Amendment also introduces clearer sign provisions at Schedule 1 (Traralgon Activity Centre) and Schedule 2 (Morwell Activity Centre) to Clause 37.08 Activity Centre Zone (ACZ1 and ACZ2). It introduces the *Latrobe City Signage Strategy (2025)* as a background document at Clause 72.08.
87. It is considered that the Amendment has significant strategic justification through the *Latrobe City Signage Background Report (2025)*.
88. The Amendment is considered to be consistent with the objectives of the Planning Policy Framework and Municipal Planning Strategy contained within the Latrobe Planning Scheme.
89. The Amendment ensures that the Scheme supports the ease of use and maintenance of clear sign guidelines at the local level.
90. Latrobe City Council respectfully requests that the Planning Panel support Planning Scheme Amendment C151 and consider the proposed post exhibition changes in response to submissions as detailed in section 4.8 of this report.
91. This completes the Part A submission for the Planning Authority.



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