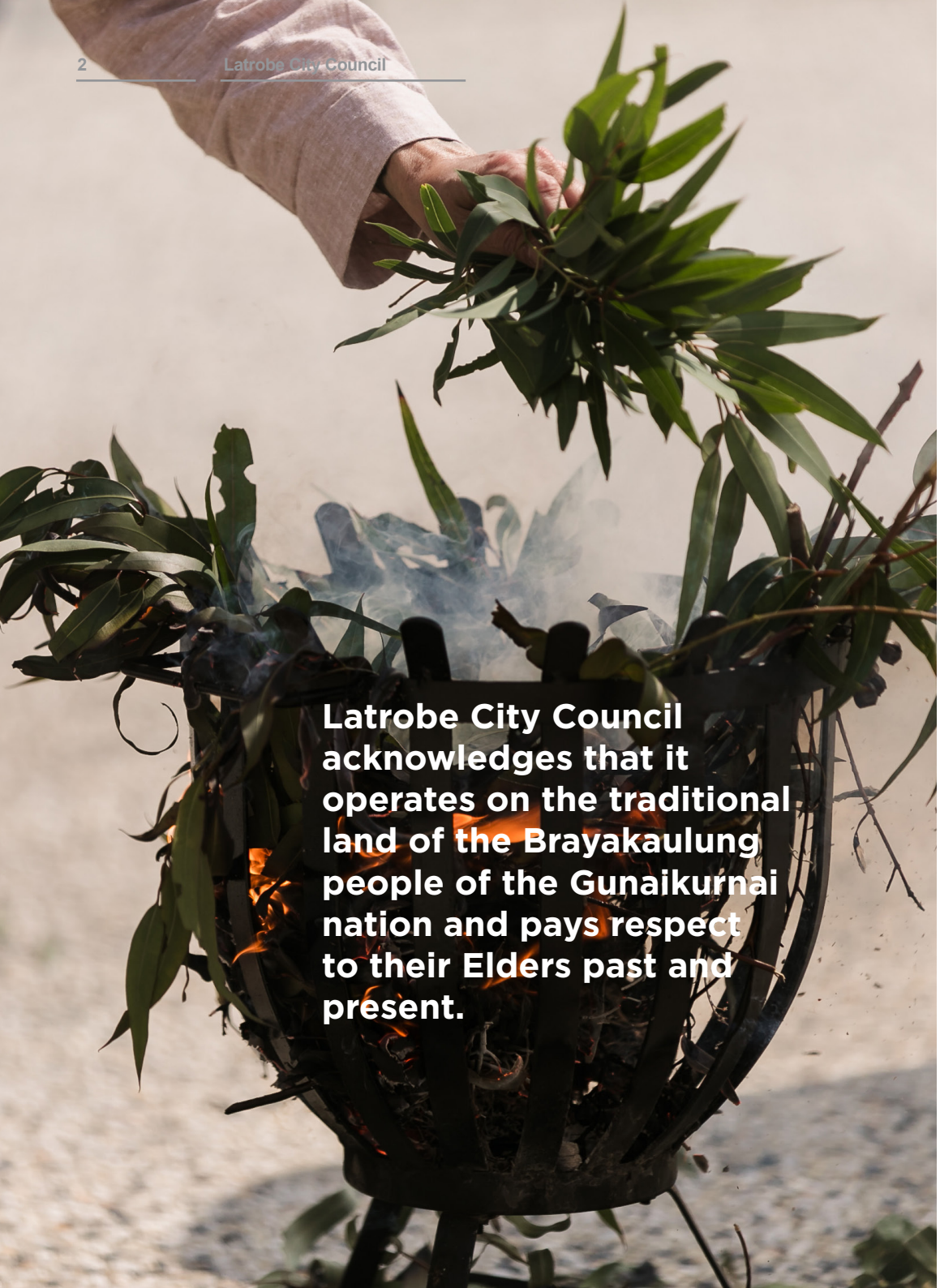
LATROBE CITY COUNCIL

Moe Activity Centre Plan

2026



Latrobe City Council acknowledges that it operates on the traditional land of the Brayakaulung people of the Gunaikurnai nation and pays respect to their Elders past and present.

Version	*Document*	*PM Approved*	*PD Approved*	*Date*
1	Moe Activity Centre Plan	TM	LD	15.05.2026
2	Moe Activity Centre Plan	TM	LD	24.06.2026

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Photo: Mural by Stingray on Fowler Street

1.0 INTRODUCTION

Executive Summary

The Moe Activity Centre Plan (MOACP) is a key guiding document designed to assist with the management and monitoring of future growth and development in the primary activity centre of Moe over the next 15 years.

The plan was developed by Latrobe City Council with assistance from consultants Niche Studio, Urban Transit Solutions and Ratio Consultants.

The plan seeks to establish an agreed vision for the commercial centre of Moe-Newborough. The vision forms the basis of a framework which outlines key policy directions and important physical outcomes as they relate to the Moe Activity Centre.

Elements of this plan will be implemented into the Latrobe Planning Scheme through a future Planning Scheme Amendment and be the basis for future decision making as it relates to planning and design matter in Moe-Newborough.

The plan consists of five key sections:

1. Vision and Key Directions;
2. Activity Centre Plan which identifies the overall strategic direction for the centre;
3. A series of Precinct guidelines which identify more detailed built form outcomes sought within particular precincts;
4. Parking Precinct Plan; and
5. Implementation Plan

The Moe Activity Centre is identified as a Sub-regional Retail Centre within the Latrobe City Retail Strategy and was the first town to have an activity centre plan prepared for its town centre in 2007. This plan is the review of the 2007 document which was identified through the Latrobe City Strategic Document Review Program as in need of updating.

In the Retail Strategy it recommended that:

Prepare a revised Moe Activity Centre Plan that considers revitalisation of the centre, improved integration of land uses, quality of the public realm as a catalyst for generating on-street activity and private sector investment, and the most appropriate land use zone for land to the south of the railway line.

The Moe Activity Centre Plan focuses on four themes:

1. Land Use and Activity;
2. Built Form;
3. Landscaping and Public Realm; and
4. Transport, Movement and Access.

The strategies and objectives in each theme will help achieve a look and feel for Moe Activity Centre that the community outlined in its feedback from the public consultation.



Photo: Moe Library and Service Centre at night

How the Plan is Used

The aim of the Plan is to guide future land use and development in a coordinated manner and provide greater certainty for all stakeholders in terms of delivering a preferred future.

The Plan will be used by:

Latrobe City Council

- As a basis for introducing new planning policies, zones and overlay controls into its planning scheme (as appropriate);
- In assessing planning permit applications;
- In assessing requests to rezone land;
- In guiding non-statutory initiatives, arrangements or partnerships to assist in realising potential future opportunities within the township;
- In preparing capital works budgets to implement public works;
- To assist in prioritising future work and in seeking funding for projects; and
- In delivering community services.

The Community:

- To understand how the centre, and specific precincts within the centre, are likely to change in the future;
- To assist community groups in prioritising future work and in seeking funding for community based projects; and
- To provide a framework for other community groups to assist in making long term plans.

Existing Business Owners:

- To create greater certainty and appreciation regarding the future direction of the centre; and
- To provide an understanding of the benefits of projects which may otherwise be viewed in isolation.

Developers:

- To understand the development opportunities that exist and the matters that will be considered by planning authorities in assessing development proposals.

Other Government Agencies:

- In coordinating infrastructure improvements with work undertaken by Latrobe City Council and other agencies including public transport, roads and water; and
- The Activity Centre Plan must be regularly reviewed to ensure its directions and ambitions continue to be relevant to the activity centre as it changes over time.

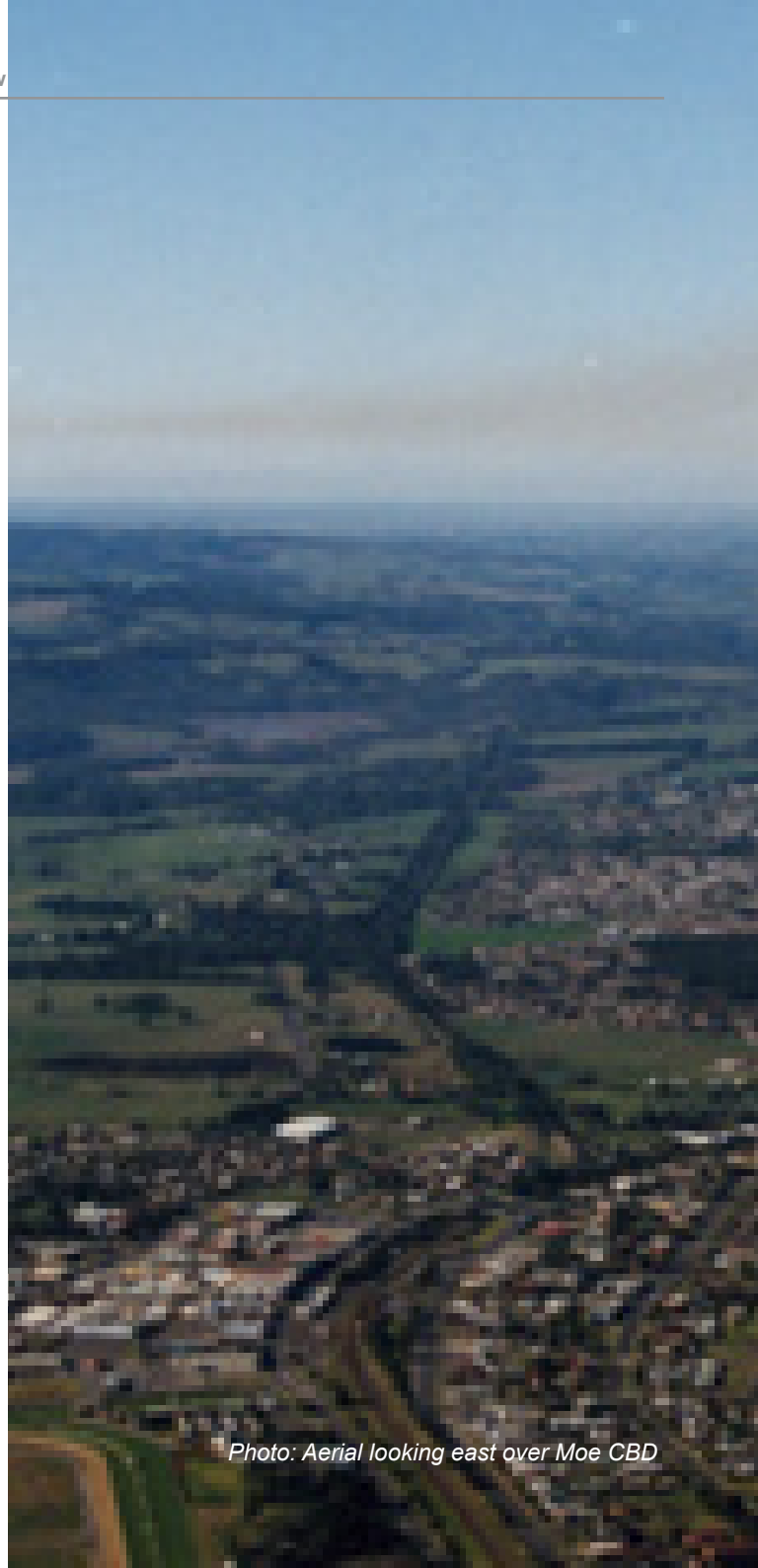


Photo: Aerial looking east over Moe CBD

Study Area

The study area is focussed on the Moe CBD with major destinations included in a broader area to look at how people move between those destinations and the CBD (see Figure 1). It is broadly bordered by Bell Street, and Haigh Street to the north and includes the properties to the north of these streets; Anzac Street and Reservoir Road to the east, Vale Street to the south and Wirraway Street, Waterloo Road and Saviges Road to the west. The Activity Centre Boundary is the boundary that is currently within the Latrobe Planning Scheme.

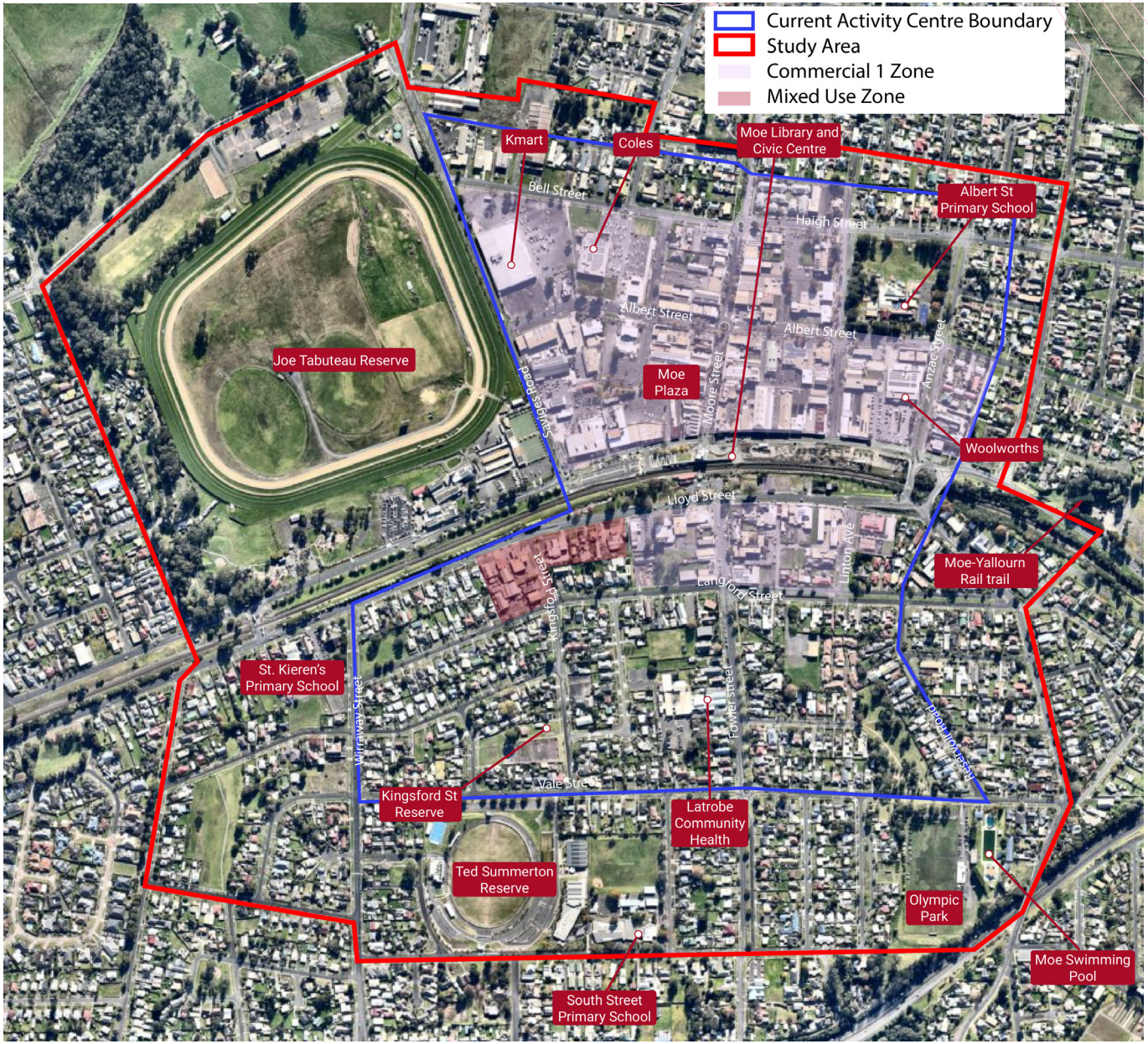
It covers an area of approximately 90.18 hectares (ha). It includes areas that are used for:

- Civic uses such as schools and libraries,
- Commercial and office uses,
- Recreational uses,
- Industrial uses, and
- Residential uses.

The town centre has retained a relatively compact shape and has a strong grid pattern of wide streets. The Gippsland regional railway dissects the town centre, effectively dividing the centre into two separate precincts: a northern precinct and a southern precinct. Although the two halves are connected by a level crossing, the main retailing centre is located north of the railway line while shops on the southern side cater primarily for medicine and service businesses, with some food and office businesses.

The town centre is generally surrounded by residential land to the north, south and east. To the west is the Joe Tabuteau Reserve and the Moe Racecourse, with residential land further west.

Figure 1: Study Area



Boundaries within the Plan

The final Activity Centre Boundary for the proposed has taken the following areas.

The broader study area includes activity nodes and key destinations such as:

- Joe Tabuteau Reserve which includes the Moe Racecourse, Moe Bowling Club and Apex Park;
- Southside Community Precinct which includes Ted Summerton Reserve, Moe PLACE and South Street Primary School;
- Olympic Reserve and Moe Outdoor Swimming Pool; and
- Moe Botanic Gardens and the Moe-Yallourn Rail Trail.

The Transit City Boundary established in 2006 through *Latrobe City Transit Centred Precincts* project. This is used as the Moe Activity Centre Boundary for the 2007 Moe Activity Centre Plan.

The Commercial area including the Commercial 1 Zone and Mixed Use Zone which is the primary focus of this Plan.

The final extent of the proposed Activity Centre Boundary which excludes areas that are currently residential or vacant and on a primarily residential street but includes the Moe Bowling Club as it is privately owned but within a public zone.

The thematic maps show the first three areas while the Precinct maps show the final extent of the Activity Centre Plan to enable transition to an appropriate planning scheme tool.

Figure 2: Study Area



Figure 3: Transit City Boundary (Activity Centre Boundary 2007)

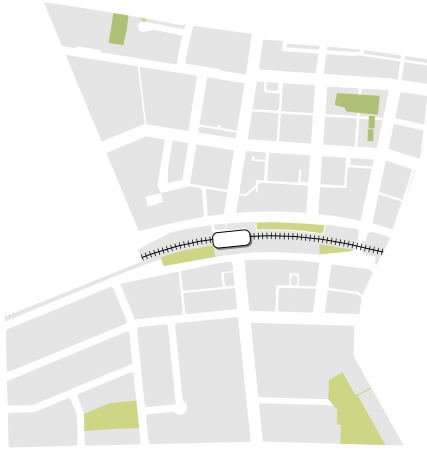


Figure 4: Commercial Area

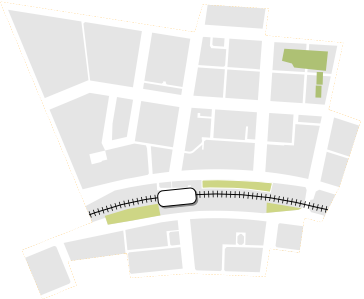
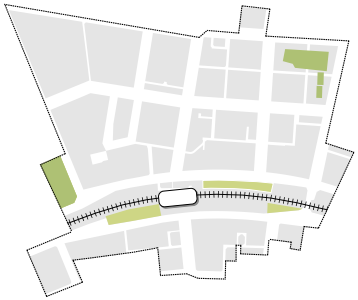


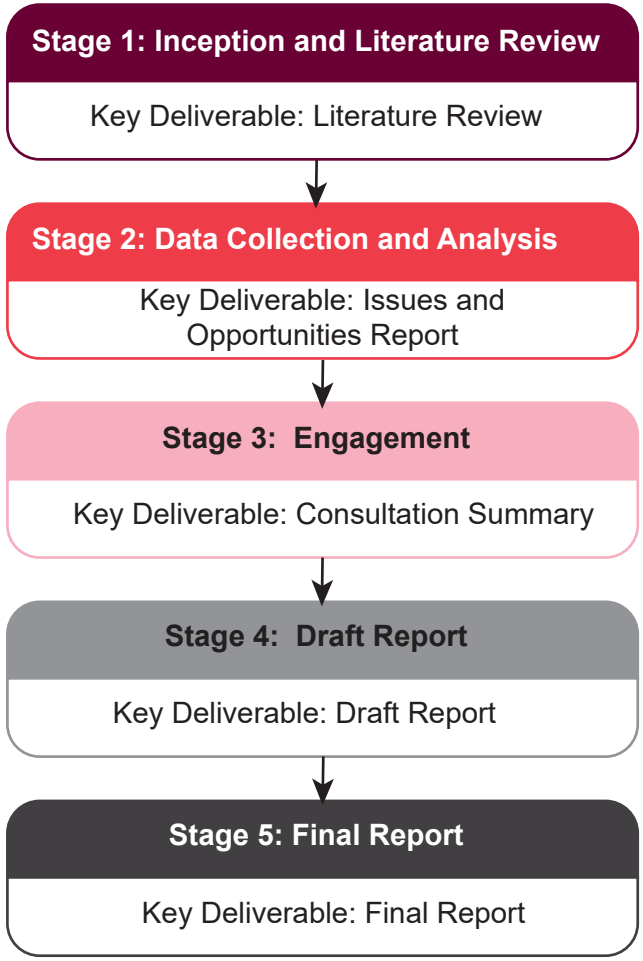
Figure 5: Proposed Activity Centre Boundary 2026



Background

The Moe Activity Centre Plan project started in 2023 and was developed using a methodology that included background analysis and community consultation. The methodology is outlined in Figure 6.

Figure 6: Methodology



The following background documents have been prepared:

- A **Planning Context Report including a Potentially Contaminated Land Report**;
- An **Urban Design and Built Form Discussion Paper and Report** (Niche Studio Pty Ltd and Latrobe City Council)
- A **Transport, Movement and Parking Assessment and Addendum** (Urban Transit Solutions and Ratio Consultants), The Addendum takes precedence when considering the actions and outcomes for traffic, movement and car parking;
- An **Economic Analysis;**
- A **Social Infrastructure Needs Analysis** which looks at the current and future demand for community infrastructure. This report used benchmarking to identify gaps in the provision and to identify recommendations.
- A **Consultation Summary** which outline the principles and key directions for the Moe Activity Centre Plan.

Consultation

The *Consultation Summary 2026* outlines the actions undertaken for the development of the Moe Activity Centre Plan.

The community consultation was held between 21 November 2024 to 31 January 2025.

It undertook the following activities:

Figure 7: How we consulted



Summary of Background Documents

Consultation Summary

Consultation highlighted key engagement themes that the Moe Activity Centre Plan seeks to address, these include:

- Protecting the attributes that the community value like the village feel and the murals throughout the CBD while updating the public realm to feel more modern.
- Encouraging more activity in the CBD, more retail activity, more night-time activity, more events, more entertainment options, having youth facilities, and more family and dog friendly places.
- Better safety throughout the CBD by addressing lighting, road speeds, access for the elderly and disabled, addressing conflicts with the road network and multiple different uses, and fixing the footpath network.
- Proving better amenities by increasing the number of locations that people can stop and relax, greening the CBD and providing more amenities such as seating, bins, shade and parks.

The results from consultation have informed the vision and the key planning and design principles.

Planning Context Report including the Potentially Contaminated Land Report

The Planning Context Report identifies relevant policy from the Latrobe Planning Scheme; reviews the actions in the Moe Activity Centre Plan 2007, reviews Amendments and Strategies to identify gaps in the 2007 Activity Centre Plan and opportunities for this plan.

The report identified that there are significantly higher vacancy rates to the south of the railway line and that the retail offering was lacking. It recommended that this should be addressed.

It looking at current strategic projects, the draft Industrial Interface Assessment identifies separation distances that may impacts on uses within the Activity Centre, so it recommended that this be looked at through this Plan.
The findings in the report are generally consistent with the consultation results.

In addition, the Potentially Contaminated Land report identified 24 sites within the CBD that have a high potential for contamination based on current or former land uses. In accordance with Ministerial Direction No.1 and Planning Practice Note 30. The report recommends applying the Environmental Audit Overlay to all 24 sites.

Economic Analysis

The Economic Analysis looks at the retail supply and demand issues, as well as an assessment of the office and housing needs that the plan would need to accommodate. The Economic Analysis identified that there is currently 11,850m^2 of vacant floorspace within the Activity Centre and as such, no additional commercial land is required.

There is also substantial undeveloped and underdeveloped land within the Moe CBD as such, there is potential to reduce the amount of land zoned commercial due to it being surplus to requirements.

Social Infrastructure Needs Analysis

The Social Infrastructure Needs Analysis was undertaken for the township, to help identify any needs and potential to address them through the Moe Activity Centre Plan.

The Audit of Facilities highlights that there are very few cultural facilities within Moe-Newborough which could be addressed by adaptively reusing State and Council facilities.

The Provision Assessment indicates that there is an under supply of:

- Three year old kindergarten rooms;
- Playgroups (specifically within
- Newborough);
- Neighbourhood House programs; and
- Aged care beds.

However, these needs are likely to be addressed through the Lake Narracan Precinct Structure Plan or in residential areas.

The Capacity and Utilisation Assessment found that appropriate rooms could not be found for community groups, particularly those with high storage needs, despite sufficient meeting rooms within the township. As meeting rooms with more modern amenities are likely to be booked out there is the potential to explore options like repurposing facilities to bookable gallery spaces or makers' spaces. As well as opportunities to provide storage spaces that community groups could book. Strategies and actions have been included to address these findings where they relate to the Activity Centre Plan.

Traffic, Movement and Car Parking Assessment and Addendum

The purpose of the report is to:

- Identify key movement, access and parking issues and opportunities within the Moe Activity Centre;
- Apply a Movement and Place framework to guide future transport and land use outcomes;
- Provide a clear set of recommendations to be incorporated into the Moe Activity Centre Plan;
- Undertake a targeted review of car parking supply, demand and utilisation, including identification of high - demand and underutilised areas; and
- Development of recommendations aligned with Movement and Place objectives and supporting implementation plan.

The recommendations from the report and addendum have informed the Movement strategies within the Urban Design and Built Form Plan and this plan as well as the Car Parking Precinct Plan within this plan.



Urban Design and Built Form Plan

The Urban Design and Built Form plan outlines the urban design framework for the Moe Activity Centre Plan and informs the objectives, strategies and design guidelines in this plan.

The plan discusses planning scheme tools that may be appropriate and why the Activity Centre Zone is the most appropriate tool.

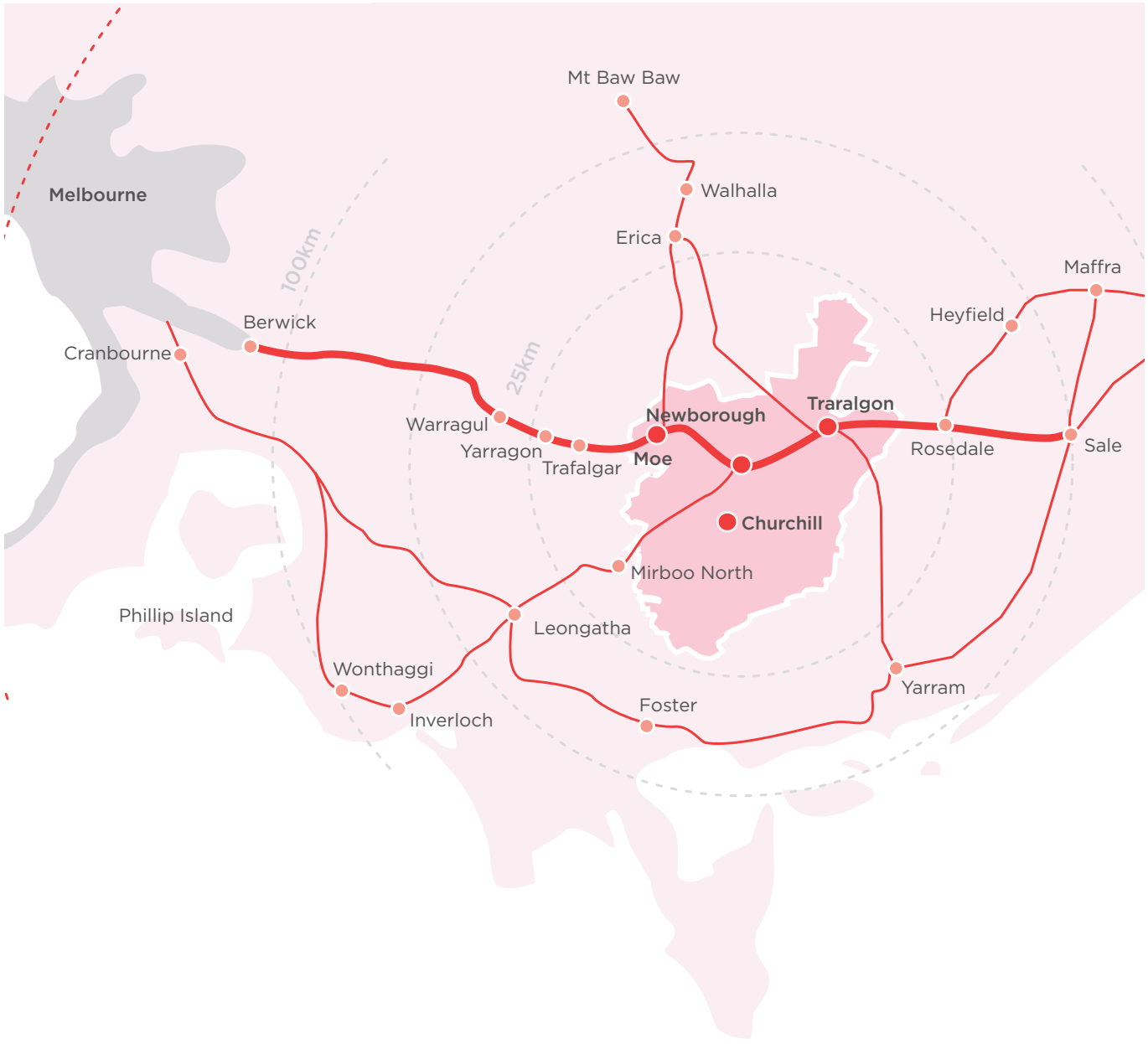
Regional Context

Latrobe City is currently home to approximately 78,154 (2023 ERP) residents and is recognised as one of Victoria's four Major Regional Cities made up of four central towns: Churchill, Moe-Newborough, Morwell and Traralgon which combined form a networked city. The four central towns are supported by small and district townships. Latrobe City is the population and regional service centre for Gippsland. The municipality extends over 1400 square kilometres and is centrally located in eastern Victoria, approximately 150 kilometres east of Melbourne.

Latrobe City is experiencing a period of economic restructuring associated with the change in traditional employment sectors which support Victoria's power production including manufacturing and mining. Industry diversification and employment generation are therefore major priorities of Latrobe City and the Gippsland region, drawing on the extensive natural resource base, built infrastructure and local workforce.

It is also at the centre of a large forestry industry, which services the largest pulp and paper mill in Australia. Other industries in the area include food processing, retail, engineering, health and post- secondary education. Latrobe City is one of Victoria's strongest regional economies with a Gross Regional Product (GRP) of approximately $7.1 billion (2023 data) and a total estimated annual business turnover of $15.7 billion. Latrobe's GRP represents 1.2% of Victoria's Gross State Product.

Figure 8: Regional Context



Local Context

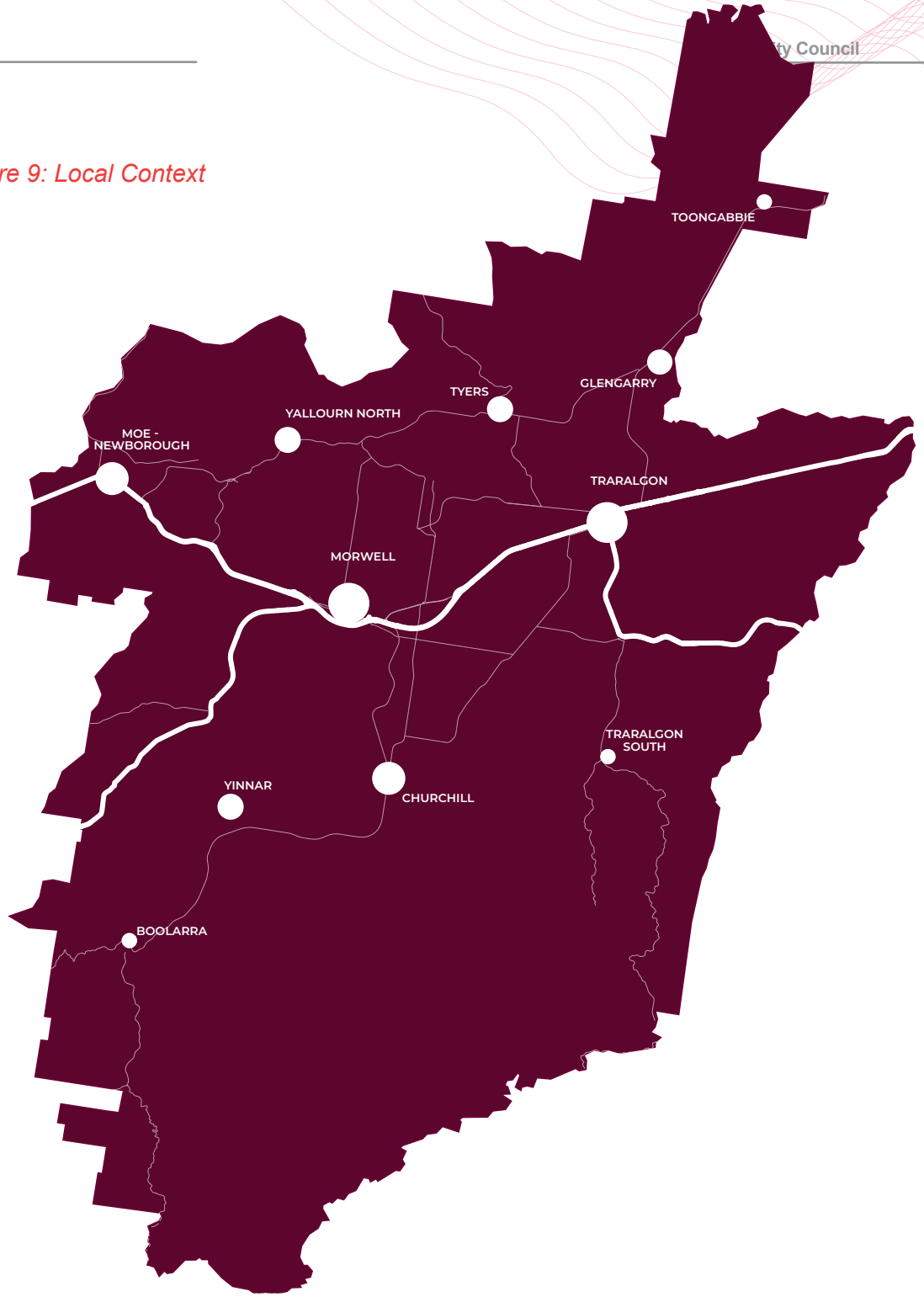
Moe-Newborough is the western town of Latrobe City Council and has an estimated population of 17,350 (2023 ERP) and is one of three sub-regional retail centres identified in Latrobe City retail centre hierarchy.

The Mowie (now Moe) swamp was an area that provided endless food for the Gunaikurnai and had been inhabited continuously until European settlement. The Mowie swamp was first inhabited by European settlers as a coach stop in the 1850s and 1860s. In 1853, William Lyall took up the 'Moe' run, (where the township gets its spelling from). The township was established in the present area in 1877, the same year that the Gippsland railway line opened and John Lardner surveyed the township around the railway. However, it was not until 1885 that the township was officially proclaimed. In 1899 the Moe swamp land (after being cleared and drained in 1893) was thrown open for settlement.

To the north of Moe-Newborough are the Latrobe River and the foothills of the Great Dividing Range, to the south are the Strzelecki Ranges and Narracan Creek. To the east of Moe-Newborough, Yallourn North and the Yallourn Coal Mine. To the west of Moe-Newborough is the municipal border and the Princes Freeway to Melbourne.

Moe-Newborough has one traditional primary retail centre and is the focus of this plan, supported by a network of local and neighbourhood activity centres.

Figure 9: Local Context



2.0 VISION & KEY DIRECTIONS

Vision

Moe CBD will be a vibrant, walkable and connected township with a strong community identity, diverse retail and entertainment, and a thriving day and night economy. An improved public realm, better public transport, green open spaces, and accessible infrastructure will support local businesses, and more affordable housing. A clean, safe and engaging environment will attract and retain young people while celebrating culture, art and sustainability.



Photo: Mural by Refuz and Candela Colours at Moe Plaza Car Park

Key Directions

During the background investigations, community consultation and preparation of the Urban Design and Built Form Plan a series of themes and key directions have been identified. These themes and key directions represent the 'grand gestures' of the plan and should influence thinking on a range of smaller matters which will be needed to implement the preferred future for Moe Activity Centre.

Furthermore, there are more specific strategies and objectives relating to individually designated precincts which are addressed separately within the relevant precinct framework plans.

Four key directions were identified:

1. **Strengthen Moe's identity and sense of place.**
2. **Create a vibrant, mixed 24-hour economy.**
3. **Create connected, green and inclusive public spaces and streets.**
4. **Support sustainable growth.**

Keeping the focus on these four focal areas ensures that the key messages of the project are not lost within the detail. These key directions should be considered in all decision making within the centre.

Strengthen Moe's identity and sense of place.



Photo: Mural 'Adulthood' by Julian Clavijo on Market Street

Celebrate local culture, art, heritage, and community pride.

Key Planning and Design Principles

- Promote Moe's emerging role as an art hubs/ hotspots.
- Promote local art at key entrances for wayfinding purposes in Moe CBD.
- Provide avenues for reuse of vacant spaces for creative purposes.
- Incorporate art and placemaking to enhance identity and character.
- Undertake streetscape greening and improvements for an updated 'look and feel' in Moe.

Create a vibrant, mixed 24-hour economy



Photo: Earth Market at Joe Tabuteau Reserve

Support diverse retail, hospitality, and entertainment options that activate the CBD.

Key Planning and Design Principles

- Emphasise the key retail axis of Moore Street and Albert Street.
- Define precincts and streets with distinct functions, character and uses in Moe CBD.
- Strengthen activity along major roads, around the station and bus interchanges in the CBD.
- Implement initiatives to reduce vacancy rates in key parts of the Moe CBD.
- Respect the fine grain character of Moe's retail spine.
- Promote further infill and mixed-use development.
- Identify key sites for mixed use development including shop-top housing.
- Designate and promote public realm areas suitable for events and festival activities.

Create connected, green and inclusive public spaces and streets.



Photo: Aerial of Moe Skate Park on George Street

Deliver high-quality parks, gathering places, and accessible infrastructure that support all ages and abilities.

Key Planning and Design Principles

- Identify and upgrade streets with a potential to act as pedestrian connectors between open spaces.
- Increase canopy tree cover along open spaces, activity hubs and key destination routes.
- To create a network of high quality public spaces.
- Incorporate art in public open spaces, public infrastructure, and wayfinding.
- To encourage activation of laneways.

Support sustainable growth.



Photo: Cyclists along the Moe-Yallourn Rail Trail

Encourage shop-top housing, encourage more active transport usage, and promote responsible development.

Key Planning and Design Principles

- Prioritise improved active transport infrastructure throughout the CBD.
- To improve access to public transport.
- Increase frequency of bus services to and from Moe CBD.
- Design pedestrian friendly streets.
- Provide safe cycle links through the town centre that link to connections are made to other shared paths such as the Moe-Yallourn Rail Trail.
- Encourage the use of water sensitive urban design and use of indigenous plants to ensure climate resilience.
- Improve the safety of the streets.
- Implement the Car Parking Precinct Plan for the Moe CBD.

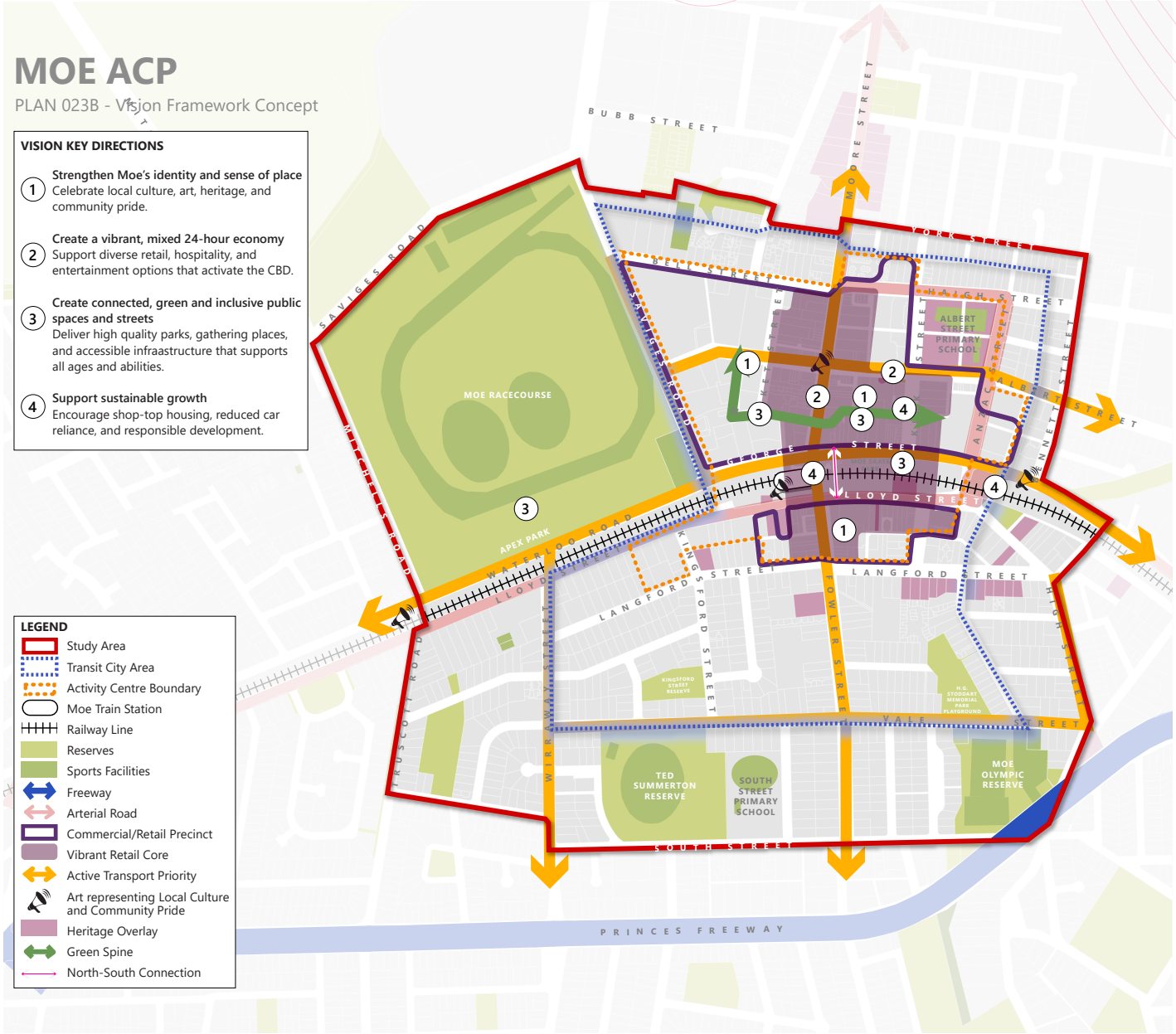
3.0 ACTIVITY CENTRE PLAN

Moe Activity Centre Plan

The Activity Centre Plan includes the key directions (Key Planning and Design Principles) as outlined earlier.

Objectives and strategies were established under the four main themes of Land Use and Activity, Built Form and Development, Landscape and Public Realm and Access and Movement to achieve the identified key directions.

Figure 10: Vision



Land Use and Activity

Objectives

O1: To activate underutilised land and vacant lots.
O2: To develop Moe's identity as a regional tourism destination.
O3: To diversify land use and support a vibrant mixed-use town centre.
O4: To have a thriving night-time economy.
O5: To support local businesses and greater community participation.
O6: To reinforce the local identity.

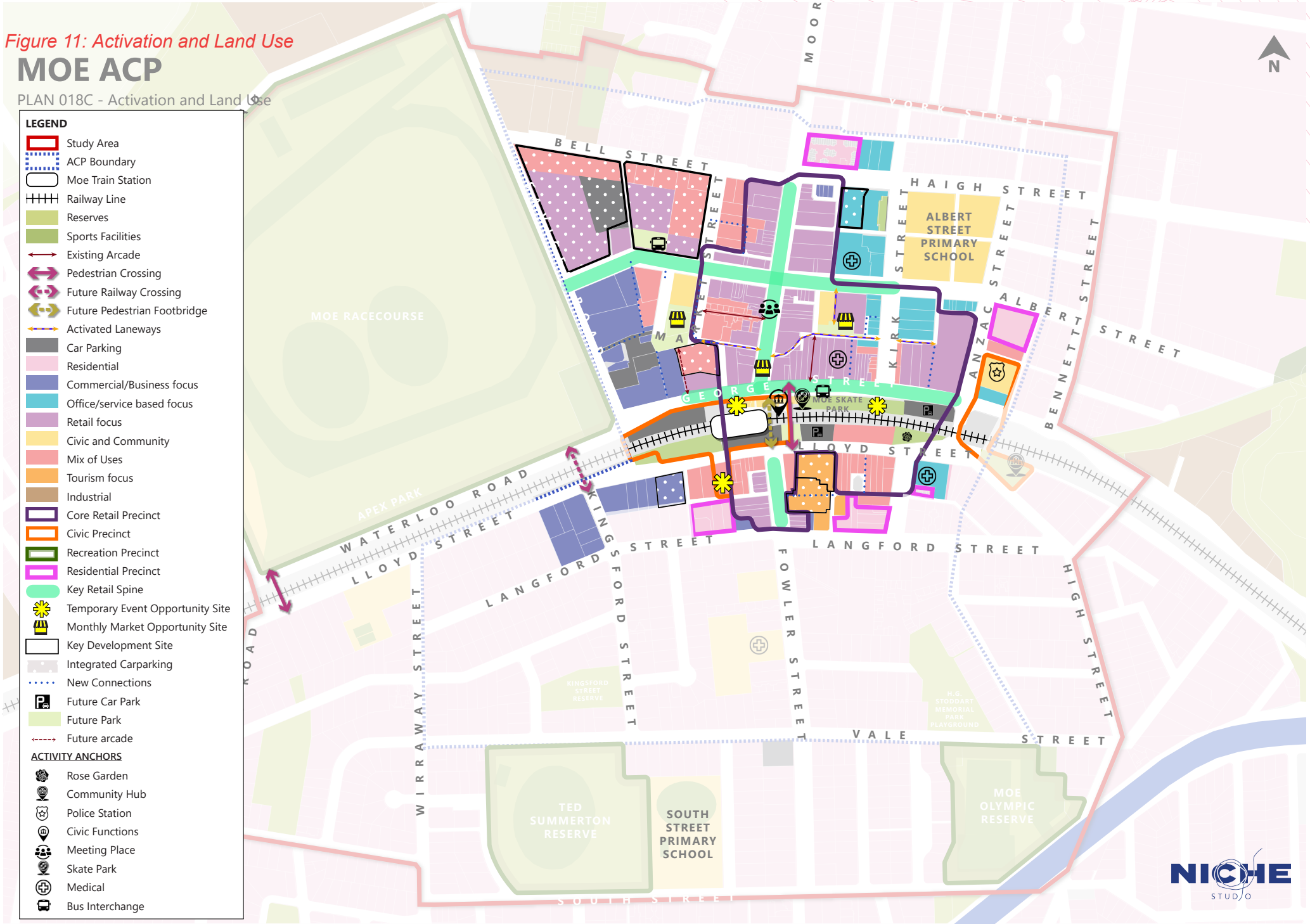
Strategies

S1: Facilitate the revitalisation of vacant lots by utilising them for 'tactical urbanism', events or markets until they are developed.
S2: Support sites being utilised as 'temporary events opportunity' as identified in Figure 11.
S3: Protect the views to Mt Baw Baw and the Strzelecki Ranges.
S4: Strengthen tourism opportunities as the 'Gateway' to Gippsland, using the proximity to Walhalla, Mount Baw Baw and other destinations as levers.
S5: Design a 'Moe identity' that reflects its unique character and can be used to market the town.
S6: Support development with a mix of uses comprising ground level retail and upper level commercial or residential uses along the 'key retail spine' comprising Moore Street, Albert Street and George Street.
S7: Support service-based businesses and large format retail along the south side of Lloyd Street.
S8: Support a range of office, health and service-based uses on land fronting Langford Street, Linton Avenue and Fowler Street.
S9: Support development with a mix of uses with a retail, office and commercial focus along Kirk Street, Haigh Street and Bell Street.
S10: Promote upper-level residences where mix in the Activity Centre core.
S11: Reduce the Activity Centre area to exclude the residential areas as shown in Figure 11.
S12: Support night time activity within the 'key retail spine' with a focus on hospitality.
S13: Facilitate a night-time accreditation program.
S14: Encourage collaboration between restaurant operators to diversify quality dining experiences any day of the week.
S15: Support events and seasonal market opportunities within the Moe CBD utilising areas like the Moe Library, Skate Park and/or underutilised sites such as car parks.
S16: Support the adaptive reuse of heritage buildings like the Moe Magistrates Courthouse.
S17: Use initiatives to repurpose vacant shops as artist pop-ups, studios and galleries.
S18: Upgrade underutilised sites to public open space over the long term, where appropriate.
S19: Prepare a 'Retail Gap Analysis' to target gaps in the market and identify priorities for business attraction.
S20: Support accommodation for Temporary and Key Workers that is flexible to accommodate other users groups.
S21: Encourage local businesses to activate parks and reserves with temporary markets and stalls.

Figure 11: Activation and Land Use

MOE ACP

PLAN 018C - Activation and Land Use



Built Form and Development

Objectives

O1: To enhance the visual quality of the built environment.
O2: To respect and integrate the surrounding context and neighbourhood character in new developments.
O3: To revitalise underutilised spaces and structures.
O4: To celebrate heritage buildings and landmarks.
O5: To maximise the potential of commercial land on either side of the railway line in the CBD.

Strategies

S1: Avoid overshadowing of footpaths within the Activity Centre between 10am and 3pm at the Spring Equinox (22 September) to retain the sense of space in the CBD.
S2: Avoid overshadowing to a minimum 50% of key open spaces areas between 10am and 3pm at the Winter Solstice (22 June) to retain the sense of space in the CBD.
S3: Support street-oriented development that is built to the street frontage and contributes to the activation of the street frontages.
S4: Support pedestrian-scaled 2 storey street walls/podium and setback upper levels except where identified in Figure 12.
S5: Ensure future development contributes to passive surveillance of the public realm, publicly accessible car parks and pedestrian priority laneways.
S6: Provide a continuous awning treatment or other shade/weather protection devices along as identified in Figure 12.
S7: Require buildings along identified activated laneways to be set back at upper levels to encourage utilisation for pedestrians and vehicles, improve passive surveillance and facilitate better amenity outcomes.
S8: Discourage large blank facades, including blank walls of big box stores and other opaque obstructions.
S9: Ensure corner developments are designed in the round and 'turns the corner' to address all street frontages.
S10: Minimise crossovers to ensure pedestrian prioritisation.
S11: Prepare a masterplan for the Coles and Kmart sites to ensure cohesive built form.
S12: Support a development scale to reinforce the mid-rise village character of Moe as shown in Figure 12.
S13: Ensure a transition in built form scale is achieved at the Activity Centre edges to established residential areas and heritage interfaces where shown in Figure 12.
S14: Support retention of front gardens along residential streetscapes.
S15: Minimise the visual impact of car parks, loading bays and service accesses from the public realm.
S16: Encourage reusing car parking lots for public benefit in the long-term where identified in Figure 12.
S17: Support shop-top housing.
S18: Support street-based development that complements the village quality and existing heritage fabric.
S19: Support development opportunities of heritage sites while retaining existing heritage buildings and frontages.
S20: Protect heritage building facades, key features, and landmarks throughout Moe Activity Centre area.
S21: Encourage corner buildings to respect local built-form character.
S22: Ensure future redevelopment of key development sites do not appear as a continuous wall.
S23: Ensure new development avoids the presentation of overly stepped, or 'wedding-cake' profile.
S24: Ensure car parking and servicing are located to the rear, or visually concealed along its street frontage.
S25: Support the prioritisation of highly active interfaces fronting the 'key retail spine'.
S26: Encourage shared pedestrian and vehicle access on selected key laneways, framed by secondary frontages or smaller shops.
S27: Re-development of key development sites should include integrated car parking that is concealed from streetscapes.
S28: Encourage higher density development on Lloyd Street.
S29: Support floor heights of 4 metres.
S30: Support development with the preferred maximum building height as specified in Figure 12.
S31: Require an active frontage where specified. This includes:
- Active ground floor uses;
- Use of clear glazing;
- Higher quality design detailing to provide visual interest; and
- Fine grain or strong vertical articulation at ground level.

Figure 12: Built Form and Development

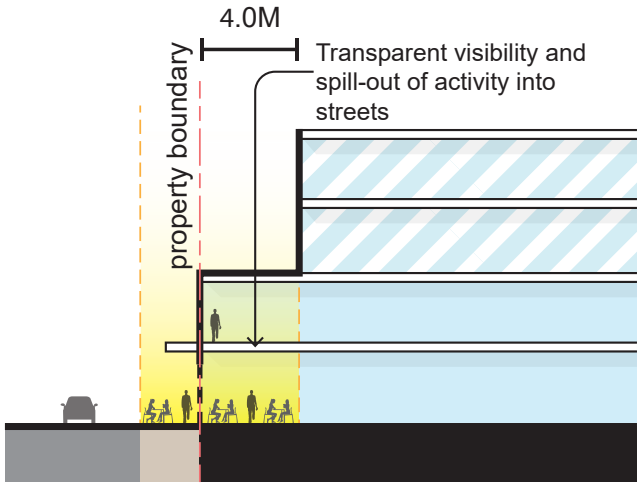
MOE ACP

PLAN 020D - Proposed Built Form



Interface Guidelines

Type A - Retail Spine



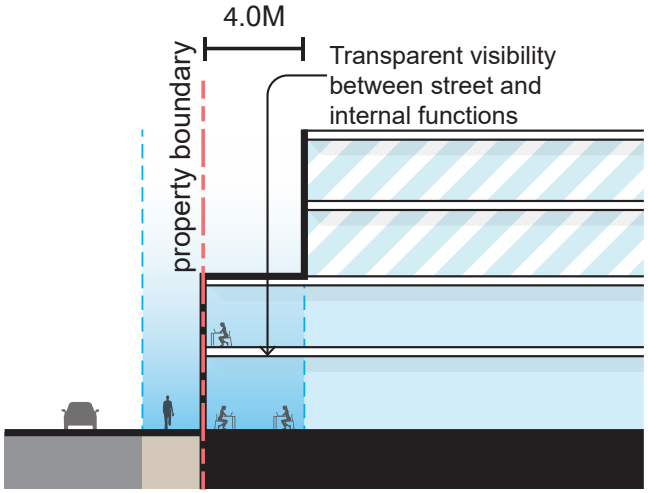
Application

- Within the 'key retail spine' and pedestrian focused streets.
- Priority infill street frontages
- Non-residential streetscapes

Interface Response

- 2 storey (8m) street wall unless an identified corner building.
- 0m ground level setback
- 4m setback behind street walls/podiums
- Upper level balconies to project a maximum of 500mm from the building envelope and setback line.
- Highly glazed frontages to active ground level uses with access from the street.
- Support primary frontages and main building entries
- Avoid services, car parking and blank walls.

Type B - Commercial Streets



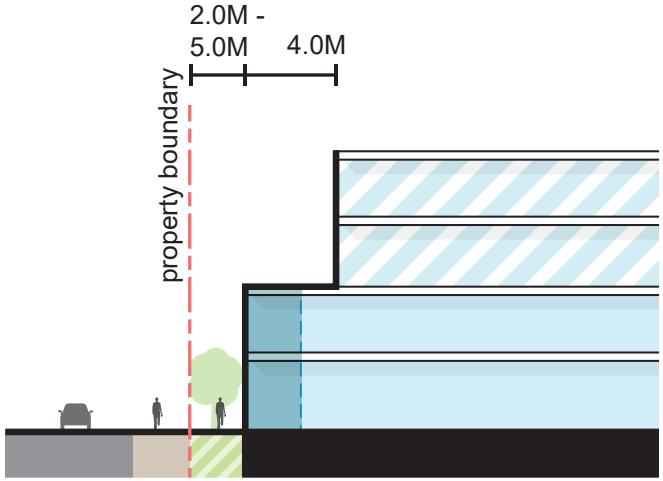
Application

- Commercial and retail streets outside the 'key retail spine.'
- Non-residential streetscapes

Interface Response

- 2 storey (8m) street wall unless an identified corner building.
- 0m ground level setback where there is no forecourt.
- 4m setback behind street walls/podiums
- Upper level balconies to project a maximum of 500mm from the building envelope and setback line.
- Glazed frontages providing visibility between the street and ground level.
- Support primary frontages and main building entries. For corner sites, additional building entry is encouraged on secondary frontage.
- Avoid services, car parking and blank walls.

Type C - Local Streets



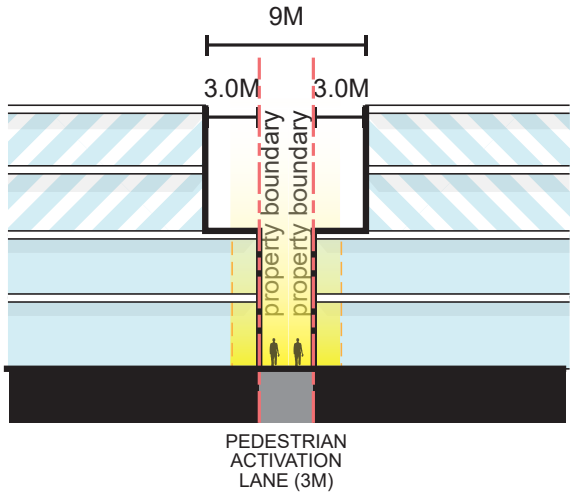
Application

- Streets outside of the 'key retail spine' on the periphery of the Activity Centre Core.
- Residential streetscapes
- Abutting key open space.

Interface Response

- 2 storey (8m) street wall
- Minimum 2m - maximum of 5m ground level setback
- 4m setback behind street walls/podiums or 3m if a ground level setback is provided.
- Upper level balconies to be project a maximum of 500mm from the building envelope and setback line.
- Working/living areas oriented towards street frontages.
- Avoid services, car parking and blank walls.

Laneways Type A



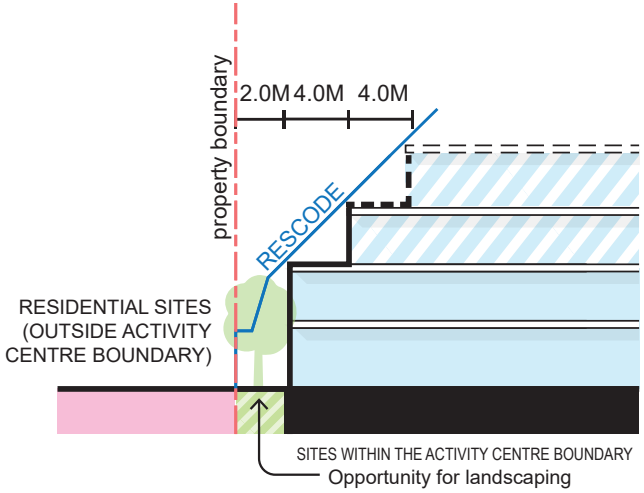
Application

- Existing laneways where there is ambition for shared pedestrian and vehicle movement.
- Laneways creation opportunities for active shared pedestrian and vehicle movement

Interface Response

- A minimum 3m wide laneway.
- 2 storey (8m) street wall unless an identified corner building.
- 0m ground level setback, unless required for vehicular access.
- 3.0m setback behind street walls/podiums from laneway centreline to provide equitable development outcomes at upper levels.
- Encourage secondary building entries and visual connection between the public realm and activities within the building through the use of glazing.

Transition Areas



Application

- Rears and sides of future development on sites with interfaces to residential land (Residential Growth Zone (RGZ)) at the Moe Activity Centre boundary.

Interface Response

- Minimum 2m ground level setback with provision for landscaping.
- 2 storeys (8m) set behind ground level setback.
- Additional levels concealed 45 degrees above 2 storey profile.

Landscape and Public Realm

Objectives

O1: To foster greater connection between the community and the Moe CBD.
O2: To increase urban greening, canopy cover and ecological resilience.
O3: To create a cohesive and legible public realm identity across the town.
O4: To provide attractive, inclusive and functional public spaces for all user groups.
O5: To integrate cultural, historical, and environmental narratives into the landscape.

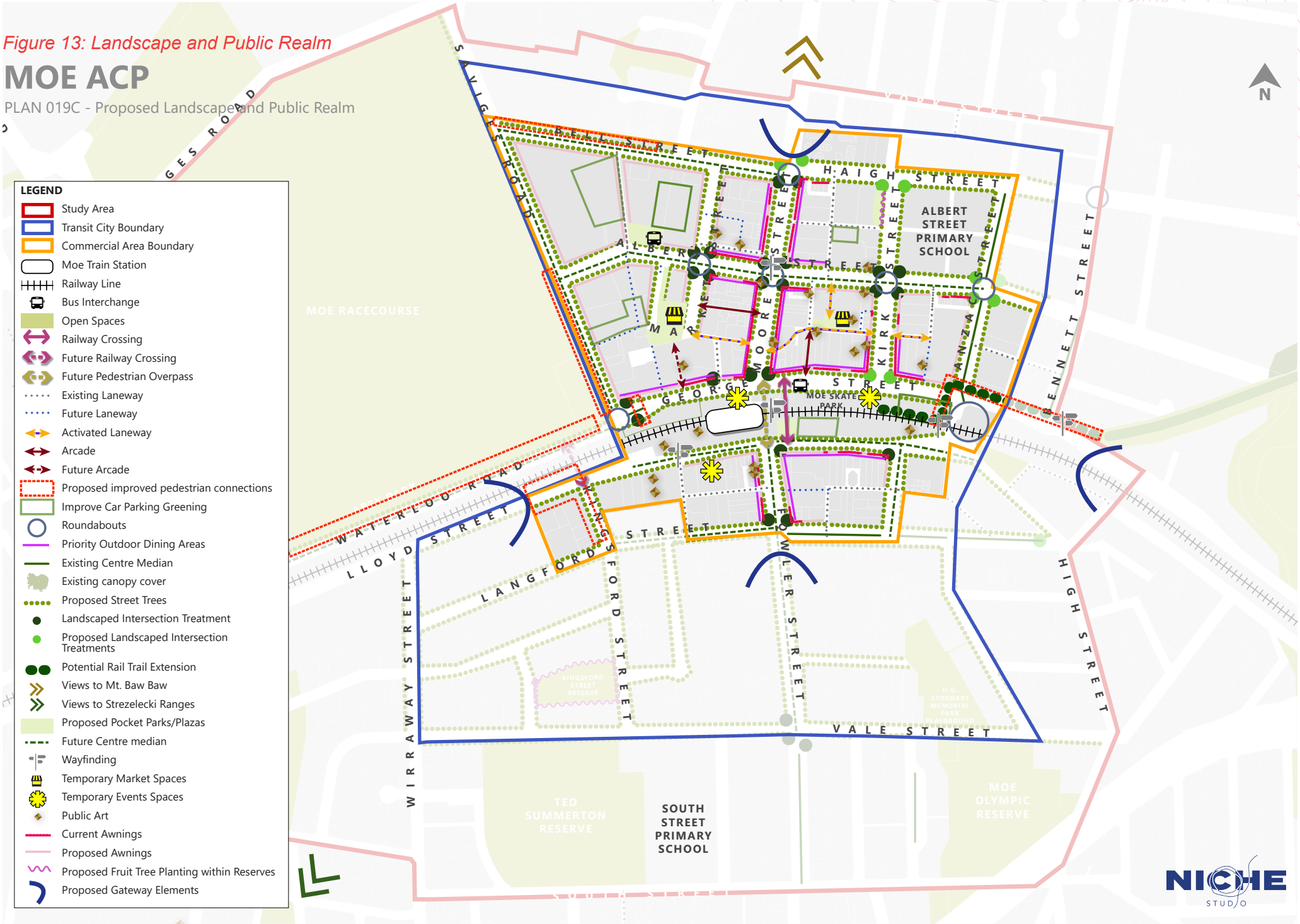
Strategies

S1: Strengthen the distribution, quality, diversity and accessibility of public open spaces.
S2: Support the development of a range of unique parks, plazas and pocket parks as identified in Figure 13.
S3: Create bespoke flower trails near school precincts, using the landscaped areas at intersections, which should include indigenous species like the Bronze Rambler Grevillea as shown in Figure 13.
S4: Advocate for an alternative route connecting Apex park with the football grounds in the centre of the Joe Tabuteau Reserve that continues onto Saviges Road, this may be temporary and for events only.
S5: Advocate for greater maintenance along the railway track.
S6: Celebrate the Outdoor Cartoon Gallery along Moore Street.
S7: Create a boulevard typology along Fowler Street and Albert Street, through a landscaped central median and consistent canopy tree plantings along the southern side of the street.
S8: Ensure infrastructure and services are located underground – avoiding interference with public realm and existing/future canopy trees.
S9: Use water-sensitive urban design (WSUD) principles in the design of future streetscapes, medians and open spaces.
S10: Require a minimum 30% tree canopy cover over hardscape surfaces.
S11: Provide greater canopy cover along Saviges Road, Lloyd Street and Bell Street.
S12: Prepare streetscape masterplans for Albert Street, Market Street and Hasthorpe Place to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart.
S13: Create a sense of arrival into the Moe Activity Centre through art, feature signage and wayfinding features.
S14: Create a defined town centre entrance from the south.
S15: Ensure footpaths are DDA compliant.
S16: Support the provision of awnings across pedestrian paths within the Commercial & Retail Heart Precinct.
S17: Support the provision of landscaped ‘pause points’ comprising landscaping and furniture along the ‘pedestrian focussed’ network as shown in Figure 13.
S18: Deliver a consistent landscape and public realm palette throughout the key retail spine and streets with a pedestrian focus.
S19: Ensure building servicing attributes such as bin storage areas are located to the side or rear of commercial buildings and are screened from view within the public realm.
S20: Upgrade lighting across the Moe CBD.
S21: Upgrade infrastructure consistent with the draft Latrobe Streetscape Strategy 2025.
S22: Provide fruiting trees within the Activity Centre as shown in Figure 13.
S23: Provide inclusive public infrastructure like seating, lighting, drinking fountains, and accessible amenities in areas of high foot traffic (along Moore Street, Albert Street and between Lloyd Street and George Street at the railway crossing).
S24: Support the provision for public art works in streetscapes, places and laneways.
S25: Recognise the history of Moe Activity Centre through photographic signage and public art that references existing and lost heritage fabric and stories.
S26: Ensure collaboration with Traditional Owners and their knowledge of country to better plan for our public realm and increase storytelling throughout the public realm.
S27: Protect view corridors to local landmarks like the Strzelecki Ranges and Mt Baw Baw.

Figure 13: Landscape and Public Realm

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PLAN 019C - Proposed Landscape and Public Realm



Transport, Access and Movement

Objectives

O1: To provide a connected network of safe, comfortable and legible cycling and micromobility routes throughout the Moe Activity Centre.
O2: To manage car parking supply and demand to meet the needs of the community.
O3: To improve walkability across the Moe Activity Centre.
O4: To enhance on-street activity and user experience within the Moe Activity Centre.
O5: To encourage use of active and public transport modes across Moe CBD.

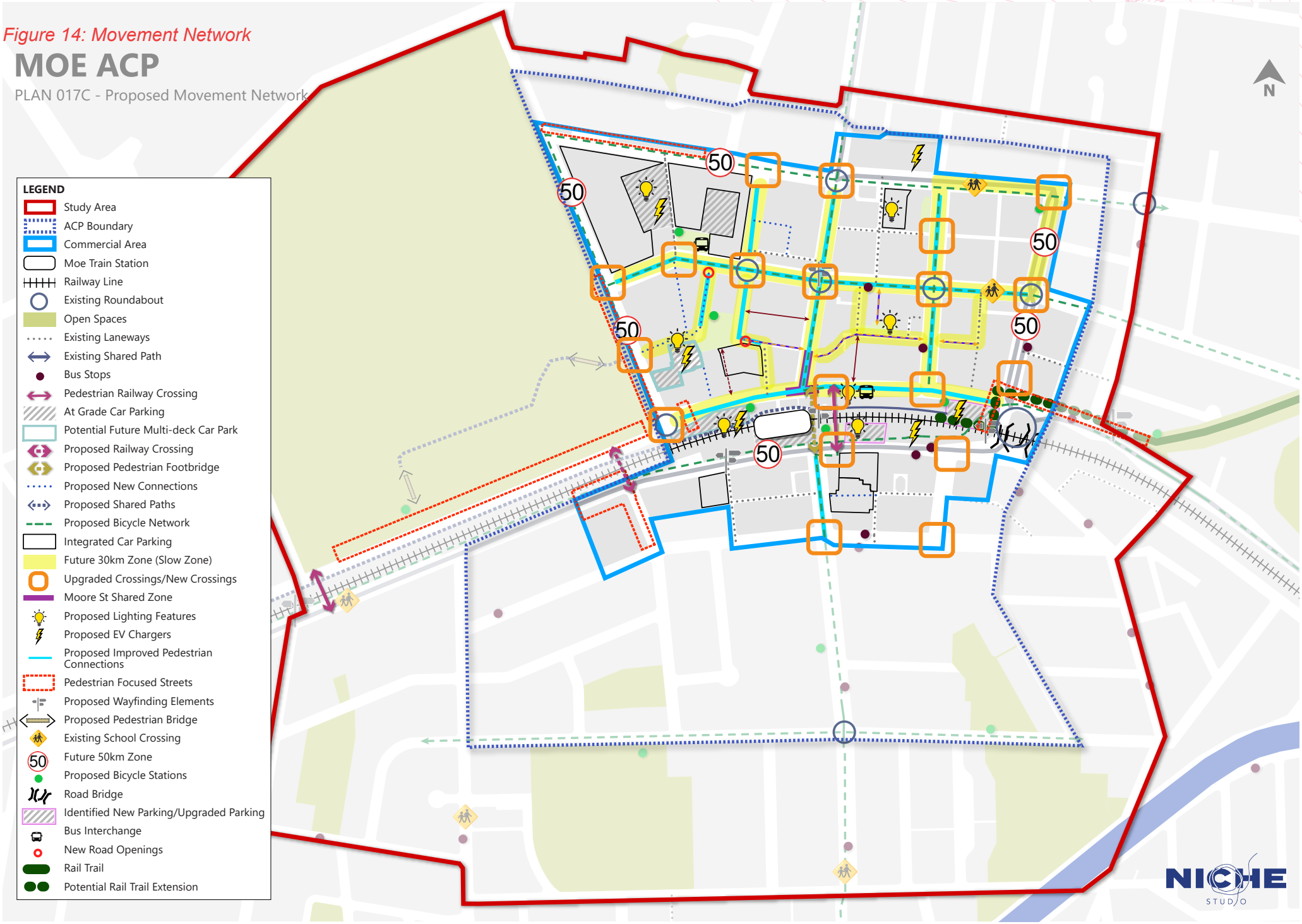
Strategies

S1: Create a legible bicycle network through the Activity Centre, as a segment of a wider network in the Moe-Newborough and Latrobe City region. It should prioritise low stress, high value corridors first as per Figure 14, with broader coverage delivered over time as constraints allow.
S2: Facilitate the extension of the Moe-Yallourn Rail Trail into the city centre.
S3: Provide a shared path network across town connecting into existing networks.
S4: Upgrade footpaths and shared paths, particularly along corridors leading to major destinations across town in accordance with the draft Latrobe City Streetscape Guidelines 2025.
S5: Upgrade mobility scooter access across the railway line as a priority safety improvement.
S6: Strengthen the pedestrian connection between Albert Street Primary and South Street Primary Schools to the Skate park.
S7: Minimise new at-grade public car parks.
S8: Avoid excessive impermeable surfaces in car parks and ensure they contain landscaped attributes in accordance with the Landscape & Public Realm strategies and guidelines.
S9: If there is a need for a multi-deck carpark, it should be at the car park on the corner of George Street and Saviges Road or the Saviges Road Car Park as per Figure 14.
S10: Ensure on-site car parking has minimal visual impact on the streetscape. Avoid parking between building frontages and the street.
S11: Minimise access and egress points within car parks onto the street network.
S12: Strengthen pedestrian and visual connections across the rail corridor.
S28: Provide improved connections to the Moe Botanic Gardens, Joe Tabuteau Reserve, Latrobe Community Health Centre, Ted Summerton Reserve and the Moe Outdoor Pool.
S13: Upgrade wayfinding signage at key town centre entry and exit points for both vehicles and pedestrians.
S14: Use wayfinding elements like signage and information boards that highlight trails, laneways, art and ANZAC trails, and key destinations.
S15: Support through-block links through key development sites to encourage pedestrian permeability.
S16: Upgrade designated laneways for higher amenity pedestrian environments comprising shared road treatments and increased building activation.
S17: Resolve access to private laneways.
S18: Provide improved pedestrian safety on streets within the ‘key retail spine’ that will accommodate higher levels of foot traffic.
S19: Support the upgrade of Moore Street Shared Zone through pavement treatments, beautification works, and safety improvements with public lighting.
S20: Reduce speeds throughout the CBD which includes a ‘slow zone’ to prioritise safe pedestrian activity, as per Figure 14.
S21: Upgrade roundabouts to prioritise pedestrian movements as per Figure 14.
S22: Improve pedestrian pathways in car parks by providing clear pathways, improving lighting and providing canopy cover.
S23: Locate vehicle access and loading areas separate from pedestrian access, preferably located at the side and rear of development, and screened from view.
S24: Create pedestrian connections through blocks longer than 100m.
S25: Ensure that future transport and streetscape improvements align with the Safe System approach.
S26: Provide additional bicycle ‘stations’ comprising secure parking, repair and maintenance tools, and information about networks and routes within Moe-Newborough and the broader region.
S27: Advocate for improved bus services across the CBD during more hours of the day.
S28: Provide appropriate passenger infrastructure at existing public transport stops and interchanges such as shelter, seating, travel information and lighting.

Figure 14: Movement Network

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PLAN 017C - Proposed Movement Network



Streetscapes

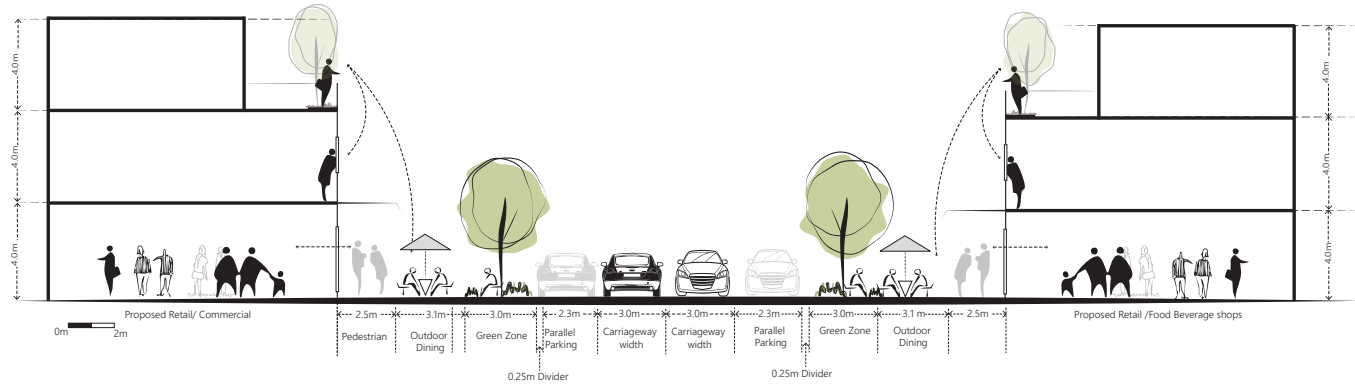
These streetscapes are indicative only and are intended to show possibilities based on what number uses are wanted for each streetscape not final outcomes as these will be subject to further community consultation.

Potential Moore Street Shared Zone

The Moore Street shared zone is currently only identified for the section between George Street and Purvis Lane. The Moore Street shared zone may have the following attributes:

- Dedicated outdoor dining areas that include pedestrian walkways;
- Adjoining 'green zones' as an extension of pedestrian walkways, providing understorey vegetation and additional street trees, seeking to 'soften' these commercial streets;
- Parallel parking and carriageways;
- Raised carriageway to make crossing easier;
- Slow speeds that allow cyclists and cars to use the carriageway; and
- Awnings extending from buildings.

Figure 15: Indicative Moore Street Shared Zone



Potential Retail Spine

The Retail Spine includes part of Lloyd Street and Fowler Streets to the south, Moore Street, George Street and Albert Street to the North.

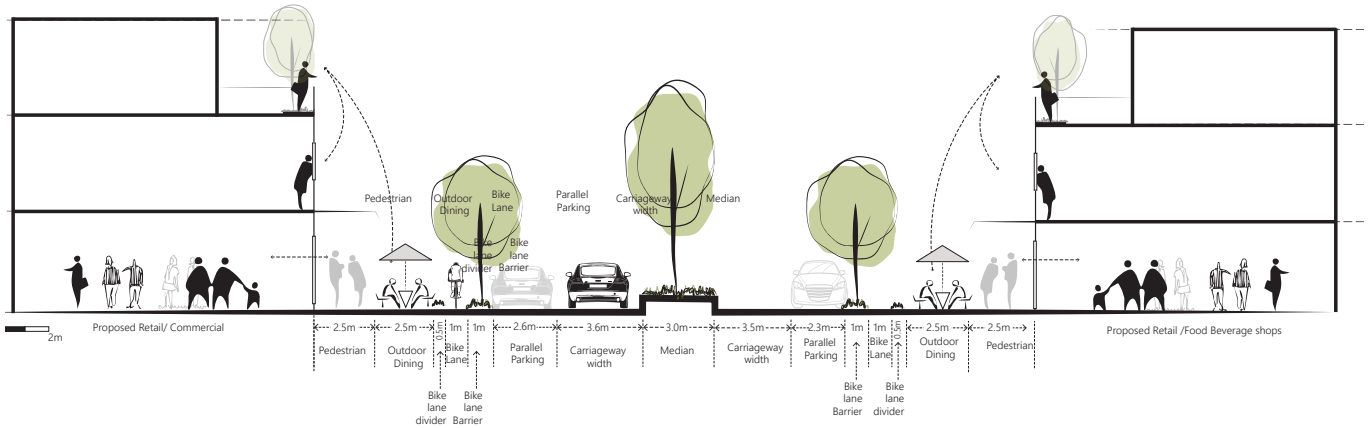
Large parts of the retail spine include being in the strategic cycling corridor.

The retail spine may have the following attributes:

- Outdoor dining areas
- Pedestrian footpaths and street furniture;
- A dedicated bike lane;
- An adjoining landscaped zone;
- A central median;
- Parallel parking and carriageways.

The bike lane will vary for George and Lloyd Streets as these are likely to be on the adjoining railway land. Angled parking may be retained depending on the width of the centre median and outdoor dining areas.

Figure 16: Indicative Retail Spine



Streetscapes

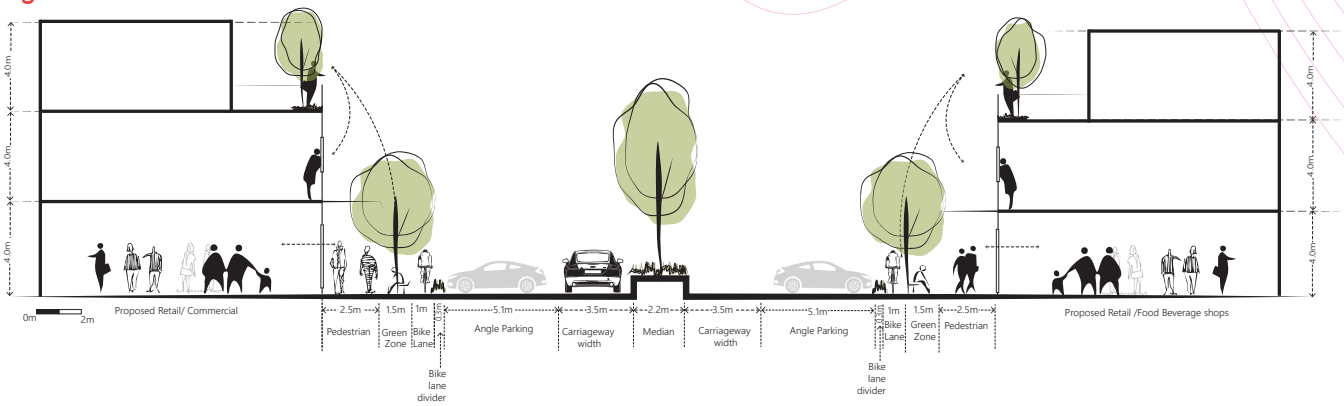
Potential Commercial Streets

Commercial Streets do not have the same demand for outdoor dining or cycling corridors. These include Kirk Street, Linton Avenue, and Langford Street (east of Fowler Street).
Commercial Streets may have the following attributes:

- Single lane carriageway in both directions;
- 45 degree angle parking on both sides,
- Bike paths where needed with a buffer zone between the parking and lane
- Wide footpaths;
- Outstands for street trees; and
- Landscaping areas.

Saviges Road does not fall into any category because it serves as a secondary freight route, has loading bays coming off it and is a narrower road reserve.

Figure 17: Indicative Commercial Streets

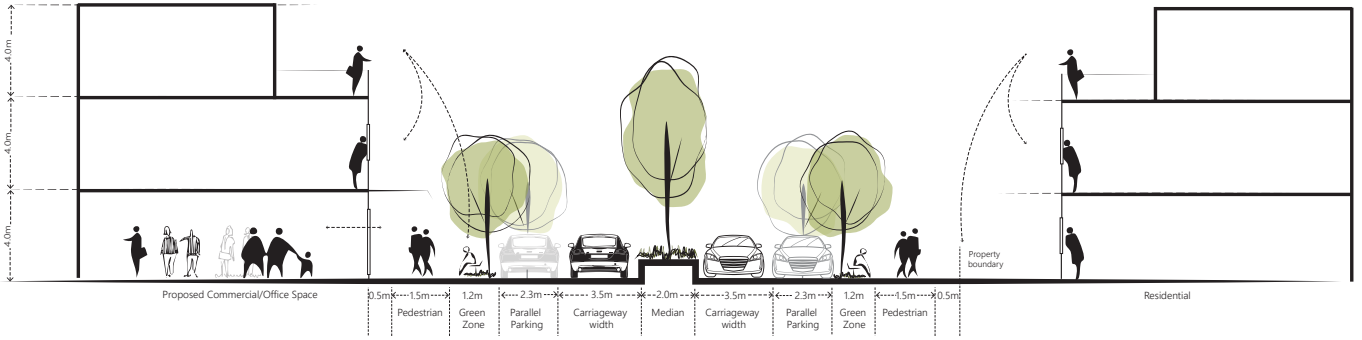


Potential Local Streets

Local Streets are usually streets that interface with residential areas and do not serve another purpose such as being a freight route.
Langford Street (west of Fowler Street), Kingsford Street, Bell Street are all narrower 20m street reserves.
These local streets may have the following attributes:

- Parallel parking
- Single carriageway in each direction
- A dedicated pedestrian footpath;
- Centre median for crossing points;
- Landscaped zones with tree outstands.

Figure 18: Indicative Local Streets



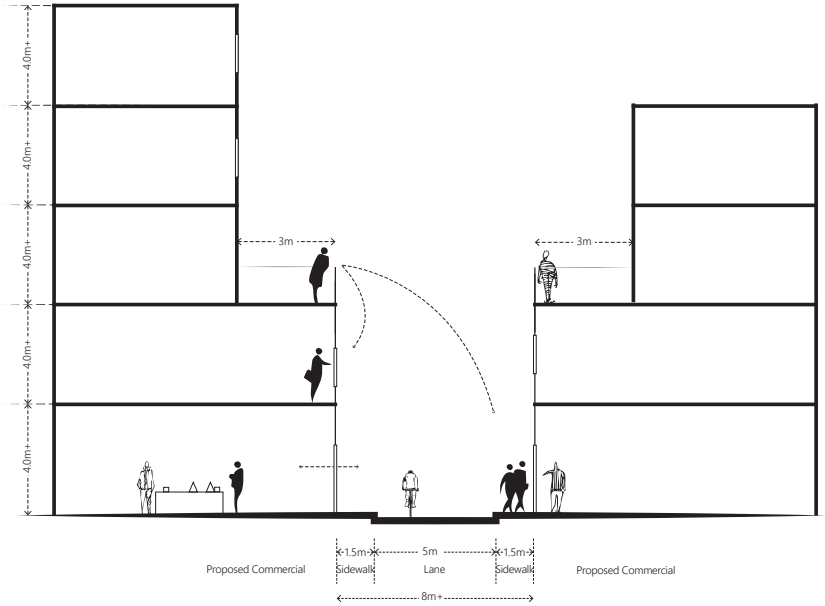
Potential Pedestrian Activated Laneways

Pedestrian activated laneways - applies to pedestrian priority lanes. These lanes include Purvis Lane and Hasthorpe Place. These streets are typically 5 - 6m or wider and currently comprise narrow carriageways and limited landscaping provision. While the laneways currently provide good east west connectivity, these are largely made up of impervious surfaces and usually service loading bays, rear car parking and waste and storage areas.

Pedestrian activated laneways may have the following attributes:

- Shared space between pedestrians, cars users and cyclists;
- Space for some landscaping;
- Shops fronting onto laneways or secondary access to a shop; and
- Pavement treatments.

Figure 20: Indicative Pedestrian Activated Laneways



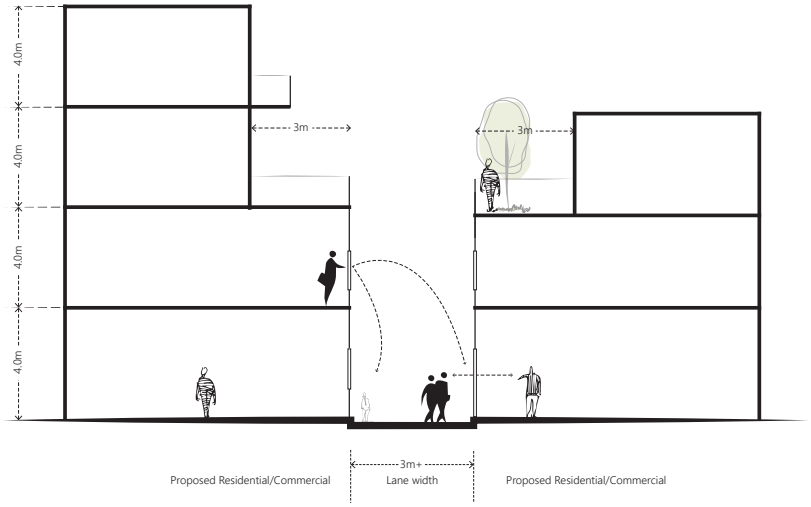
Potential Service Laneways

Service laneways - Service Lanes applies to Skelton Lane, Templeton Lane, Gregory Lane; Parkland Lane, Kelly Lane, O'Brien Lane and Briggs Lane. These streets are typically 6 - 8m wide and currently comprise wide carriageways and limited landscaping provision. A number of them such as Briggs Lane and Kelly Lane are unsealed. Most of the service laneways, particularly on the south side of the Activity Centre, such as Briggs Lane, Parkland Lane, Collins Lane, Kelly Lane and O'Brien Lane interface with the rear of residential properties.

Service Lanes may have the following indicative attributes:

- Largely driver oriented;
- Provides access to loading area and rear parking;
- Will have limited accessibility; and
- Will have limited landscaping.

Figure 19: Indicative Service Laneways



Key Development Sites

Within Moe Activity Centre, there are a number of catalyst sites in both public and private ownership which have been identified as having the potential to trigger revitalisation.

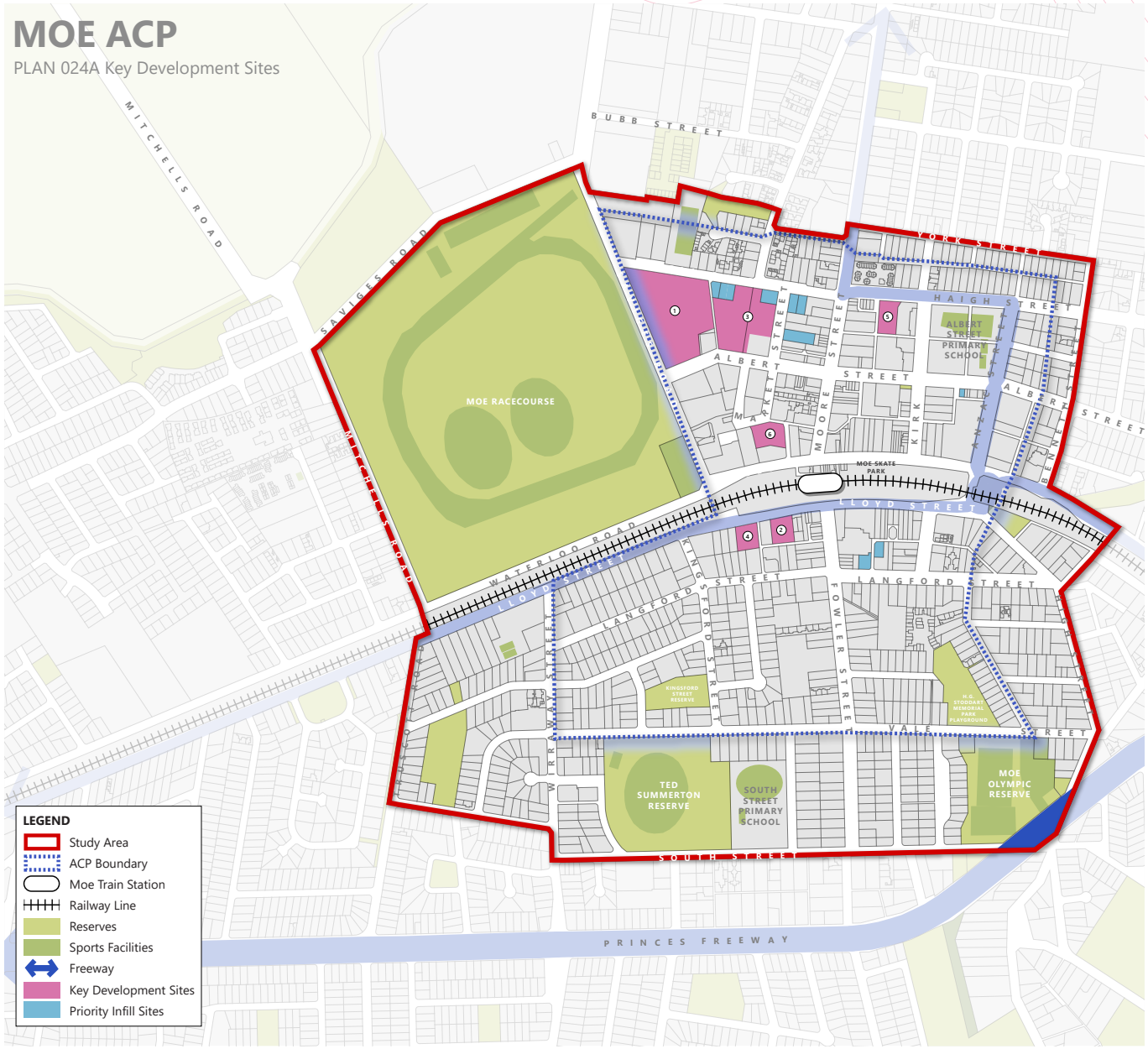
Factors that have contributed to identifying these lots include:

- Lot size (or consolidated lot size once amalgamated of at least 2500sqm),
- Street frontage,
- Current land use (occupied vs. vacant/ underutilised),
- Location and proximity to other key amenities like public transport infrastructure and public open spaces.

These key development sites are:

1. 110-112 Albert Street
2. 59-61 Lloyd Street
3. 96-104 Albert Street
4. 65-69 Lloyd Street
5. Lot 1 LP129376 Gregory's Lane
6. Lot 1 PS312106 Market Street

Figure 21: Key Development Sites



4.0 PRECINCT GUIDELINES

General Design Guidelines

Built Form

Street Wall and Ground Floor Activation

GG1: Development should prioritise a strong ground floor presence with zero metre setback and a consistent street wall of at least two storeys.

GG2: Each storey height should be generous enough to allow for future adaptation (4m per storey).

GG3: Ground-level interfaces should feature a mix of pedestrian entries and transparent windows, avoiding long stretches of blank walls.

GG4: Ground-level active uses should encourage footpath spill-out spaces such as café seating, bookshelves, plant stands, and sample food displays.

GG5: Security elements should be transparent and mounted internally to maintain visibility into tenancies, even during non-operational hours.

GG6: Buildings designed for corner sites should:

- Appropriately interface and interact with each street address and the street corner;
- Allow for design innovation appropriate to the relative prominence of the site and with consideration to heritage places adjoining or located at other corners for the street junction; and
- Preferably incorporate a chamfered building façade arrangement (except for corner sites on laneways and narrow side streets) to assist building presentation and visibility, and to assist pedestrian movement, gathering and sight lines at street level.

Building Heights and Setbacks

GG7: Upper levels beyond two storeys should be visually recessive, stepping back by a minimum of 4m to maintain the prominence of the continuous street wall, except where identified.

GG8: All upper-level setbacks should be accessible, with parapet railing or walls to enable street interaction, seating, and landscaping features.

GG9: Where this is not possible, such as in existing buildings, all upper levels must have operable windows with clear glazing that encourage passive surveillance.

Ground-Level Frontage and Transparency

GG10: At least 80% of the combined length of ground-level interfaces along streets and laneways should consist of transparent windows or building entries, unblocked by posters, paints, signs or frosted glass.

GG11: Avoid opaque, tinted, or highly reflective glass that disrupts views between the public realm and building interiors.

Street-Level Access and Connectivity

GG12: Developments should ensure direct, at-grade connections to active ground-level tenancies.

GG13: Entrances to buildings should be clearly discernible and include easily visible signage.

GG14: Level changes should be managed internally, avoiding disruptions to the streetscape.

Upper-Level Projections and Canopies

GG15: Upper-level elements like Juliette balconies, adjustable screens, or architectural features may project beyond the setback line up to 500mm to create visual interest and positive connection to street users.

GG16: All projections must be a minimum of 5 metres above ground level to ensure pedestrian safety.

GG17: Upper-level projections should not span more than 75% of the building width, ensuring visual breaks.

GG18: Projections should use transparent or partially see-through materials to reduce visual bulk.

Weather Protection and Shopfront Design

GG19: Continuous weather protection like awnings and street verandahs should be provided along main streets to encourage walkability. These should extend to the outside edge of the pedestrian footpath.

GG20: Shopfronts should employ depth, thickness, and articulation, avoiding uninterrupted floor-to-ceiling glass expanses to contribute to Moe's unique streetscape character.

GG21: Provide seating facilities that integrate with the façade of the building where possible to encourage street-level engagement.

GG22: Landscape treatments should be used to

reduce the visual impact of blank walls and large areas of car parking.

Transitions to a Lower Scale Neighbourhoods

GG23: Where a retail premises is adjacent to a lower-scale neighbourhood like residential streets in and out of the Activity Centre, the building height and form should transition in scale to the surrounding streets and residential areas.

GG24: In such cases, the retail premises building may include a ground-level setback of minimum 2m on the residential-facing side to allow for landscaping and screening.

Signage

GG25: Signage should complement Moe's existing signage character through elements like colour and font, reflecting local heritage, and recognised community identity, with particular consideration of the retail precinct versus other areas of the CBD.

GG26: Signage must be appropriately scaled to the building and streetscape, avoiding visual clutter and overpowering of the environment. This is especially important at the entrance and exit points of town.

GG27: Use durable, locally appropriate materials that withstand weather conditions and age well.

GG28: Ensure signage is easily readable without excessive brightness or glare, at standing or wheelchair heights.

GG29: Locate signage to avoid obstructing sight lines, pedestrian pathways, and providing distractions to vehicles.

GG30: Ensure all signage is accessible and easily interpreted by all users, including those with disabilities – for example, using colour-blind friendly colour schemes.

GG31: Wayfinding and directional signage should be simple, legible, and strategically placed close to areas of high pedestrian activity to enhance pedestrian and vehicular navigation while avoiding overcrowding of footpaths.

GG32: Discourage signs that restrict visibility through building windows.

GG33: Discourage signage, particularly major promotion signs, on walls that are painted with murals that contribute to the high quality art environment.

Access and Movement

Universal Access

GG34: Locate main entrances to buildings on the primary street address and make clearly visible from public footpaths in the street.

GG35: Integrate universal access as part of the design of the primary building entrance/s and continue universal access design throughout the development site and associated buildings.

GG36: Avoid the use of platform lifts.

Through-block links

GG37: Retain and enhance existing public and semipublic links and ensure they are not lost to redevelopment.

GG38: Provide a minimum through-block width of 3 metres for activated, pedestrian-only links to provide space for outdoor trading and a clear path for universal access.

GG39: Provide a minimum width of 5 metres for links required to accommodate vehicle access.

GG40: Pedestrian priority zones should be maintained where vehicle access is required (e.g. for rear parking access, for service or emergency vehicles) and a 'shared zone' approach may be required where width is limited.

GG41: Consider articulating the form of through-block links to provide additional tenancy frontages and/or to incorporate more flexible and higher amenity public/common areas.

GG42: Support the incorporation of 'pedestrian streets' (which may also form part of identified through-block links) through larger building structures/complexes, and as a means of linking surrounding public streets and spaces.

Driveways and Crossovers

GG43: Avoid new private vehicle access points, via crossovers of main pedestrian thoroughfares, to on-site parking or for loading/servicing so as to minimise conflict with pedestrians and other vehicles.

GG44: Use side streets and internal laneways, both existing and proposed, to provide more efficient, consolidated accessing adjoining development sites.

GG45: Private vehicle across an adjoining public

space will not be permitted.

GG46: Locate and design driveways and crossovers to prevent loss of, or impacts on the health of, trees within the public domain.

Car Parking Integration

GG47: Car parking structures located above ground (i.e. other than basement parking) should be located on the first floor level or above, and should be visually recessive within the building facade.

GG48: Car parking entrances at ground level should:

- Be located discretely within the facade (e.g., at or near the edge of the building)
- Should not exceed 6 metres in width
- Should be integrated with the design and materials of the public domain (e.g. maintain footpath pavement continuity)
- Be avoided on small sites to prevent a disproportionate impact on the street address and public domain

GG49: The design of car parking structures should enable future repurposing (e.g. for commercial or residential use).

GG50: On-site surface parking requirements should be provided at the rear of a development site and not within front or side setbacks.

Loading and services

GG51: Provide access for service and emergency vehicles via public streets and laneways.

GG52: Locate loading areas within the title boundary of the site development and to minimise impacts on public streets and spaces.

GG53: Conceal waste storage areas within the title boundary of the site development.

End of Trip Facilities

GG54: Amenities to support walking, cycling and public transport journeys should be provided in safe, accessible and undercover locations at street-level.

Public Realm and Landscape

GG55: Development should avoid overshadowing of key pedestrian routes and public open spaces.

GG56: Incorporate canopy trees and other soft landscaping within setback areas where possible.

Semi-public space

GG57: Encourage integration of semi-public areas on the street edge at ground-level, subject to the suitability of location, use/s development density and available site frontage.

GG58: Subject to meeting the following requirements, these areas will be exempt from the zero setback requirement (see Front Setbacks). Semi-public areas should:

- Be suitably sized to support public use and gathering;
- Have active uses and an activated building interface design;
- Incorporate amenities for public use (e.g. fixed street furniture, soft landscaping and lighting)
- Be open to the sky, and where partly covered by a building projection, have at least two storeys of clear height;
- Not exceed 50 per cent of the street elevation frontage width;
- Be wider than deep in proportion
- Be directly visible from the street and directly accessible by people of all ages and abilities
- Have at least four hours of sunlight access during the late morning and/or afternoon, measured at the time of the Spring Equinox (22 September) to ensure the CBD retains its sense of space and village character.

Precinct Guidelines

The following sections of this report seek to provide general guidelines and precinct specific guidelines - as well as precinct ambitions.

The precincts have been determined by current land uses and/or land use zoning, preferred land use outcomes and desired character for those precincts.

The precincts identified are illustrated on Figure 22 as follows:

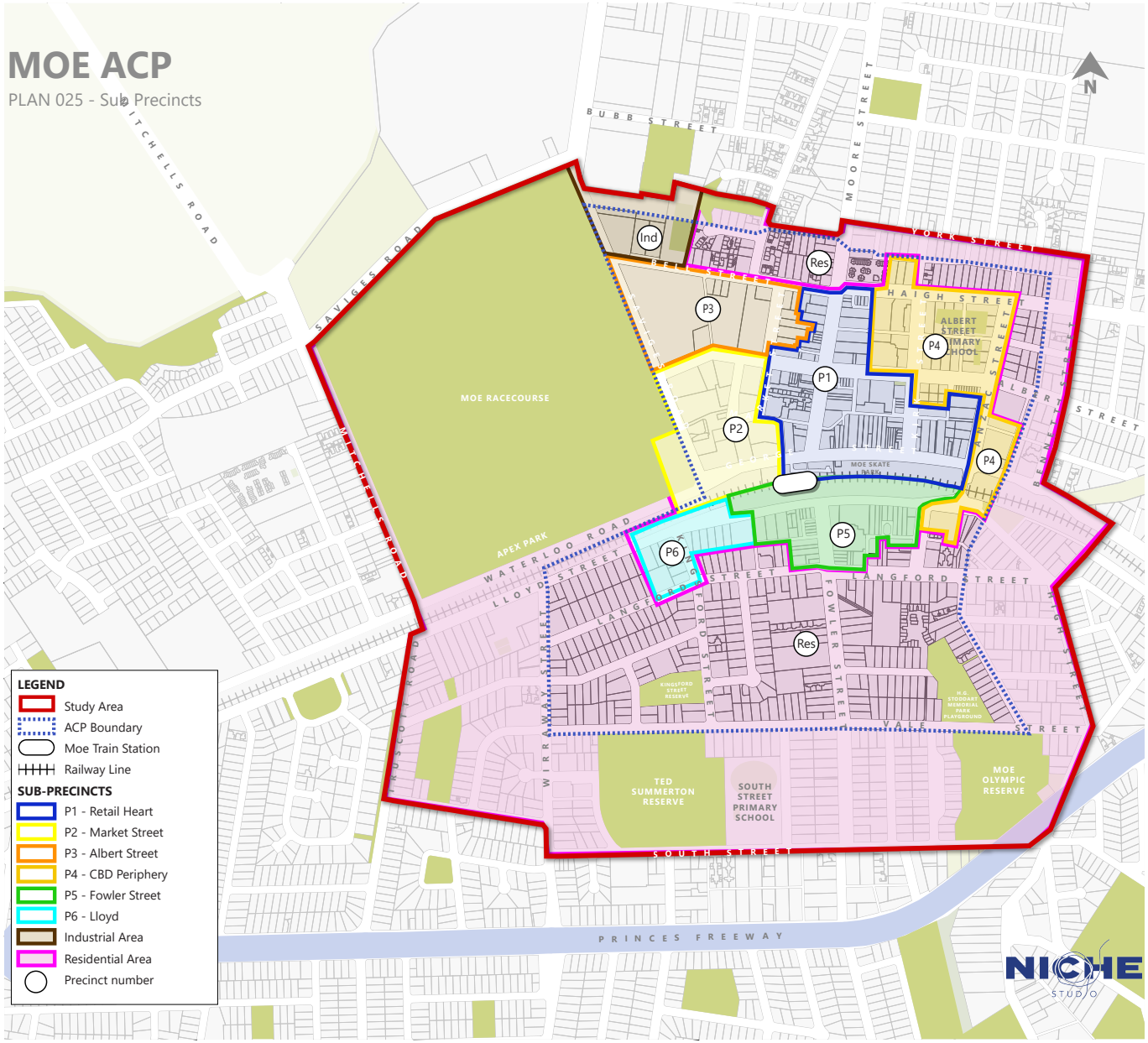
1. Commercial & Retail Heart;
2. Market Street Precinct;
3. Coles and Kmart;
4. Office Periphery;
5. Fowler Street; and
6. Lloyd Street.

The precincts exclude the residential areas as these are guided by the *Live Work Latrobe Housing Strategy 2019*.

The Moe Bowling Club has been included within the Precinct 2 because it is privately owned land within a public zone and as such, the zoning should be corrected.

The sub-precinct map in Figure 22 also shows the residential, open space and industrial areas within the study area.

Figure 22: Precincts



Precinct 1 - Retail Heart

Objectives

1. To reinforce the role of traditional retail and commercial uses within the core of Moe Activity Centre across the day and night.
2. To foster a consistent village character across the precinct.
3. To encourage shop-top residential opportunities and upper residential levels in new developments north of the rail line.

Land Uses

- Direct uses such as eateries, fine grain retail and services to the key retail spine.
- Develop Hasthorpe Place as an activated laneway that extends as a 'eat street' from Moore Street.
- Encourage residential uses above ground level commercial and retail tenants, to foster a greater density of residents within the precinct and help facilitate a night time economy.

Building Heights

- Preferred maximum building height of 13.5m (3 storeys at 4m per floor with a 1.5m plant).
- Support the development of exemplary contemporary buildings that address and frame views to Mount Baw Baw.

Setbacks

- Reinforce an intimate 'village' scale along the 'key retail spine' of George Street, Moore Street, and Albert Street, defined by a finely grained, 2-storey street wall with additional levels visually recessed behind.
- All development should have a zero metre setback to the street frontage.
- Development should have a maximum 2 storey street wall and then be set back 4m except corner sites.
- Any development that is at an identified corner sites can have a 3 storey street wall.

Streetscapes and Façades

- Develop Albert Street as an active transport spine.
- Develop Hasthorpe Place as a shared zone to encourage pedestrianisation of the laneway while supporting back of house functions where required.
- Encourage secondary entry and activation of buildings along Hasthorpe Place.
- Support provision of a town centre hub near the Moe Library.
- Prepare a streetscape masterplans for Albert Street and Hasthorpe Place to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart.

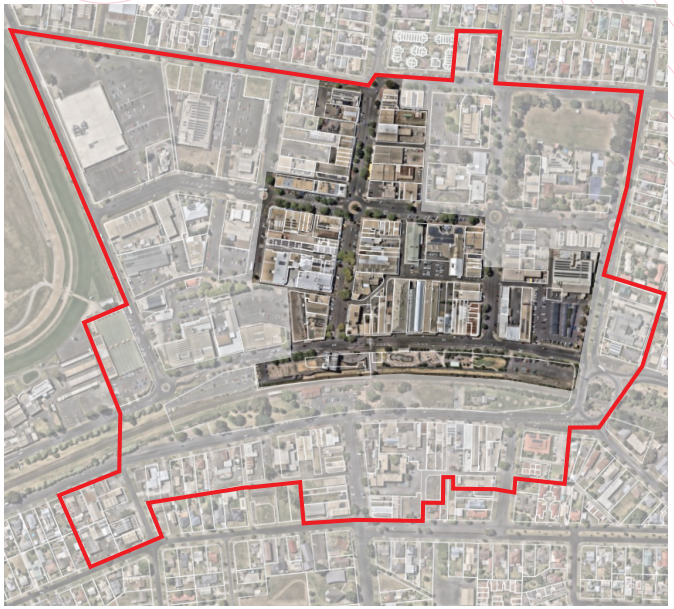
Access and Movement

- Ensure servicing and car parking access can be accommodated from existing rear/side laneways to minimise vehicular crossovers along the 'key retail spine'.

Signage and Lighting

- Incorporate lighting into building façades and/or street furniture so that the footpath is well lit.
- Install clear wayfinding signage to parking and key destinations.

Figure 23: Precinct 1



Precinct 2 - Market Street

Objectives

1. To improve the movement and accessibility of the precinct.
2. To strengthen the connection between key locations.
3. To celebrate the old Moe-Walhalla Railway Line.

Land Use

- Repurpose the Clifton Street Car Park to be Public Open Space in the long-term.
- Encourage shop-top housing around the public open space.
- Encourage finer grain convenience retail particularly facing towards the public open space, as well as along George and Albert Streets.

Building Heights

- Development has a preferred maximum building height of 13.5m (4m per storey and 1.5m plant).
- Development on key development sites can build to 17.5m (4m per storey with a 1.5m plant).

Streetscapes and Façades

- Reconfigure Market Street to join Purvis Lane.
- Reopen Clifton Street to allow left in and left out traffic.
- Resolve the use of the private laneway as an exit from the Aldi Car Park at 103 Albert Street.
- Consolidate crossovers along Saviges Road, where possible.
- Prioritise median treatments for Saviges Road and Albert Street to increase safety and amenity.
- Encourage second entrances along George Street or clear glazed windows for the big box retail at 60-70 George Street to increase activity and allow for passive surveillance.
- Increase awning cover or other weather protection along George Street.
- Screen waste areas and service areas within Market Street car park from view.
- Reorient car parking along Saviges Road to allow for a footpath on western side.
- Provide weather protection and wider footpaths to Apex Park.
- Prepare a streetscape masterplans for Albert Street and Market Street to guide public realm upgrades for a consistent streetscape quality.

Figure 24: Precinct 2



Precinct 3 - Albert Street (Coles and Kmart)

Objectives

1. To promote cohesive development across the precinct.
2. To ensure development responds to the nearby industrial land.

Building Heights

- Development on key development sites can build to 17.5m (4m per storey with a 1.5m plant).

Built Form

- Blank walls should be presented in an interactive manner.
- Big Box development should be sleeved with finer grain shops on Bell Street, Market Street and Albert Street.
- Zero metre front setbacks on Albert Street and Market Street.
- Encourage Coles to have its main entrance facing towards Kmart.
- Waste and storage areas should be screened from public view.

Landscaping

- Support a plaza/pocket park facing Albert Street, next to the bus interchange.
- A maximum of 4 metre landscaped setback on Bell Street can be applied.
- Prepare a streetscape masterplans for Albert Street to guide public realm upgrades for a consistent streetscape quality.

Access and Movement

- Consolidate carparks for Coles and Kmart.
- Minimise crossovers onto Albert Street and Bell Street.
- Ensure pedestrian access between Kmart and Coles.
- Encourage shared access to properties at 3A and 5 Market Street, and 42A Moore Street.
- Key development sites should incorporate parking into the built form where required.

Signage and Lighting

- Limit signage facing residential interfaces along Bell Street.
- Key development sites should incorporate signage and lighting into its built form.

Figure 25: Precinct 3



Industrial Interface Requirements

The draft *Industrial Interface Assessment 2026* identifies that part of the Activity Centre is within an amenity buffer for land uses in the Industrial Precinct to the north.

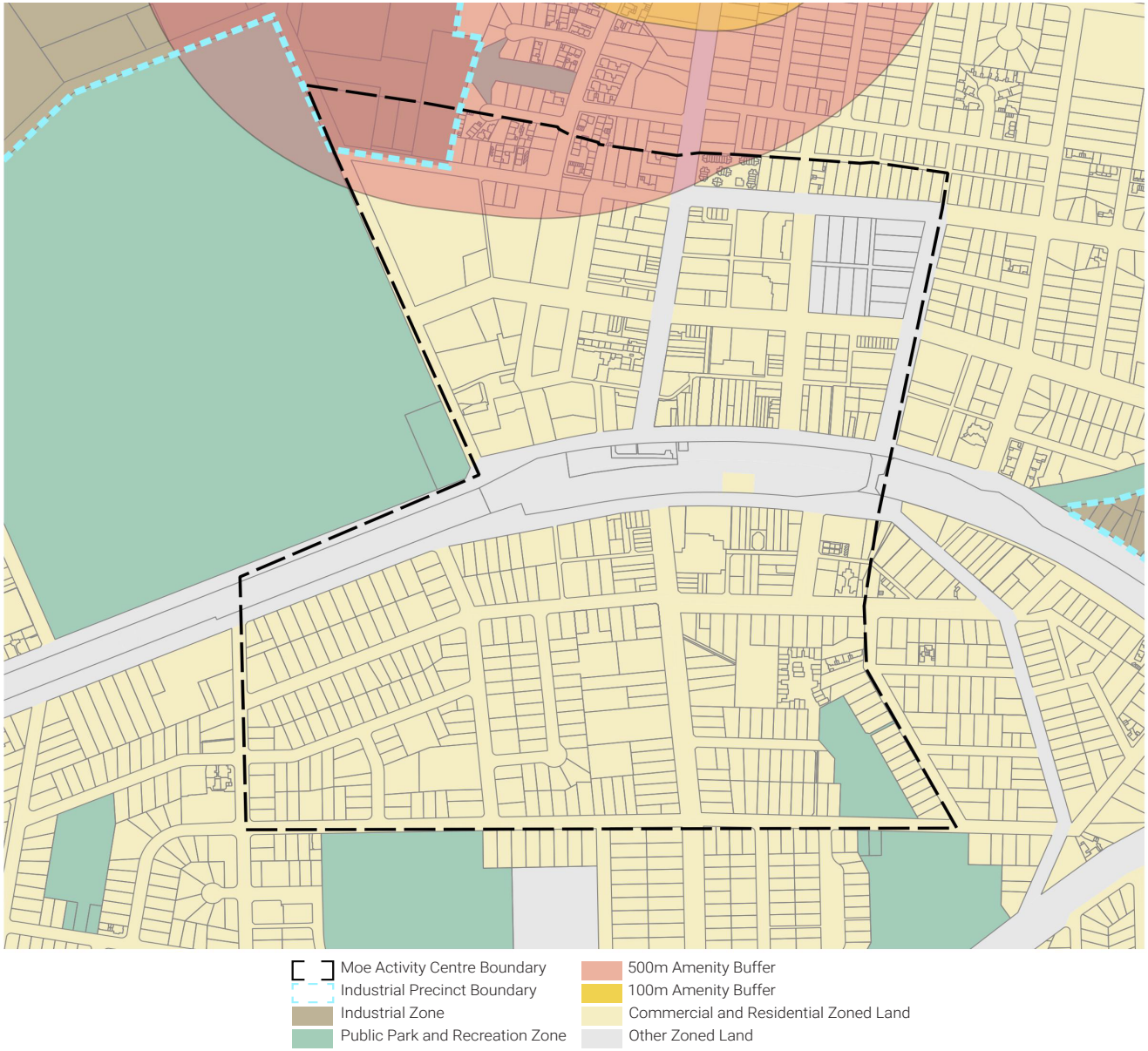
In particular, from 8 Tabuteau Road, Moe 3825 which is used as a vehicle recycling or disposal centre and has a 500m threshold distance under Clause 53.10. The use is approximately 450m away from properties on the south side of Bell Street.

The threshold distance is already significantly compromised by adjoining residential development, there are also dwellings within Precinct 3 and as such, the land use conflict cannot be avoided. Instead, the amendment seeks to mitigate the potential conflict.

As such Precinct 3 may require additional measures to mitigate noise, dust, and/or odour if they are proposed within the 500m buffer which is approximately 50m into the commercial area along Bell Street. An additional 10m should be added to ensure that the effects are appropriately captured.

At the affected properties, sensitive uses are discouraged within the amenity buffer area unless it can be demonstrated that appropriate mitigation measures have been undertaken or that no mitigation measures are necessary.

Figure 26: Industrial Interface



Precinct 4 - CBD Periphery

Objectives

1. To provide a transition between the Activity Centre commercial core and peripheral residential areas.
2. To support office uses and service based uses.

Land Use

- Support office based uses.

Building Heights

- Preferred maximum building height of 13.5m (3 storeys at 4m per floor with a 1.5m plant).
- Development on key development sites can build to 17.5m (4m per storey with a 1.5m plant).

Setbacks

- Maximum 5m front setback on north side of Haigh Street
- Where development adjoins residential land, a minimum 2m landscaped setback must be provided. It should include canopy trees.

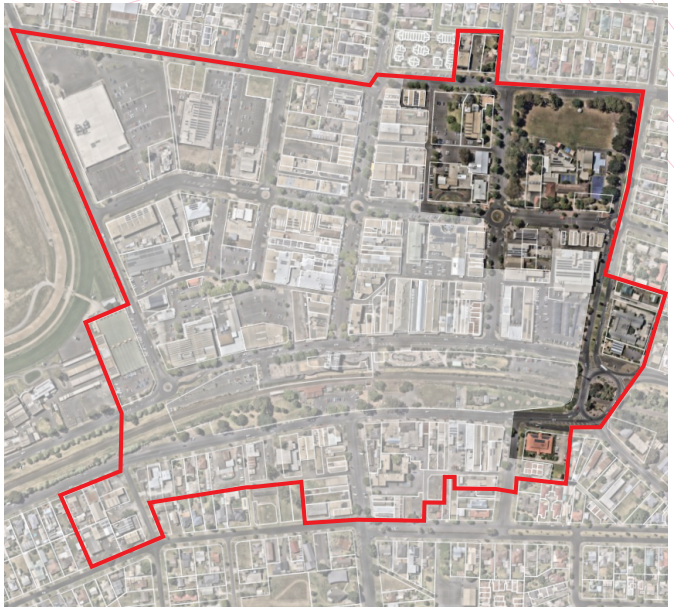
Streetscapes and Façades

- Provide separated bus stops and bike lanes down Albert Street. This may include indented bus stops.
- Continue a shared path from Moe-Yallourn Rail Trail down Albert Street and Narracan Drive.
- Strengthen connection to the Moe Botanical Gardens.

Signage and Lighting

- Ensure lighting provides pedestrian safety by lighting up footpaths and bus stops.
- Limit signage where it interfaces with residential properties.

Figure 27: Precinct 4



Precinct 5 - Fowler Street

Objectives

1. To support a taller edge along Lloyd Street.
2. To connect the south side of the railway line to the north.
3. To activate the land around the train station through creative uses, accommodation and service based offerings.

Land Use

- Encourage health based services to locate in the precinct.
- Work with the landowner to encourage the repurposing of the Courthouse.
- Establish a tourism/accommodation precinct at 59-61 Lloyd Street, 41-49 Lloyd Street (including the two smaller parcels) and 3-13 Fowler Street.
- Encourage mixed use with ground floor convenience retailing and/or cafe at 10 Lloyd Street and the old electricity substation.

Building Heights

- Development can build to 17.5m (4m per storey with a 1.5m plant) where it fronts Lloyd Street.
- Development in the tourism and accommodation precinct can build to 21.5m (4m per storey with a 1.5m plant).
- Building heights may be modulated downward, usually in response to heritage significance and/or amenity factors by:
    - Matching the height of part of a new building to an adjacent heritage place and increasing height with distance from the heritage place; or
    - Articulating the height and form of a new building in response to distinctive and important features of an adjoining heritage place; or
    - The use of linking structures where a heritage place forms part of a development; or
    - Maintaining a well-proportioned, undeveloped open space between a new building and heritage place.

Setbacks

- Where development abuts residential or sensitive uses, a landscaped setback of 2m must be supplied. Canopy trees should be included within the landscaped setback.
- Where development abuts a heritage building avoid balconies and protruding elements above ground floor to reduce the visual bulk and dominance over significant heritage features of adjoining building.
- Retain heritage setbacks.

Streetscapes and Façades

- Encourage a station forecourt at the Moe Railway Station in accordance with the *Moe Rail Revitalisation Plan 2009.*

Figure 28: Precinct 5



Precinct 6 - Lloyd Street

Objectives

1. To consolidate larger/bulkier commercial activities outside of the fine grain Commercial & Retail Heart.
2. To improve the public realm presentation of Lloyd Street for an enhanced 'first impression' of Moe Activity Centre.
3. To strengthen the connection between the train station and southern side of Lloyd Street, both visually and physically.

Land Use

- Support big box retail locating along properties facing Lloyd Street.

Building Heights

- Development can build to 17.5m (4m per storey with a 1.5m plant) where it fronts Lloyd Street.
- All other development's preferred maximum building height is 13.5m.

Setbacks

- Development along Langford street must have a front setback of a minimum of 4m.
- Where development abuts residential or sensitive uses, a landscaped setback of 2m must be supplied.

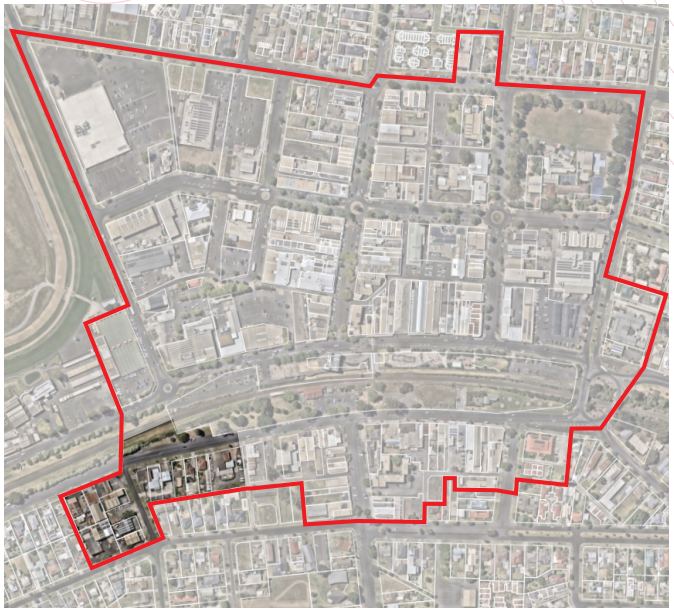
Streetscapes and Façades

- Carparking, storage and waste areas should be located to the side or rear of the development and screened from view.
- Provide a cycling corridor on the south side of the railway line.
- Limit crossovers to one per property unless it is a corner site.

Signage and Lighting

- Limit signage facing residential interfaces along Langford Street.
- Avoid illuminated, electronic or animated signage along Langford Street.

Figure 29: Precinct 6



5.0 CAR PARKING

Car Parking Precinct Plan

Introduction

A Car Parking Study was undertaken as part of the Transport Assessment and Parking Plan for the Moe Activity Centre. The Car Parking Study included:

- Review and analysis of all background reference material;
- Visitation and parking survey which helped inform the study;
- A review of existing parking provisions against current and future conditions; and
- Development of a parking precinct plan.

The Car Parking Precinct Plan is based on precincts identified in the *Moe Activity Centre Plan Background Report: Transport, Movement and Car Parking Addendum 2026 (the Addendum)* and pedestrian priority streets identified in the *Moe Activity Centre Plan Background Report: Urban Design and Built Form Plan 2026 (the Urban Design and Built form Plan)*.

The car parking study undertaken for the *Moe Activity Centre Plan Background Report: Traffic, Movement and Carparking Assessment 2026* and used within the *Addendum* identified that car parking availability and occupancy with the Moe Activity Centre is disproportionate to the current demand and currently not suited to support aspirations of growth for the local community and businesses.

Although portions of some key streets in the Moe Activity Centre experience high occupancy at peak times at pubic parking spaces, there is sufficient parking supply in each precinct and under 5-minute walking distance from destinations.

The provision of excessive parking can significantly impact pedestrian and public realm amenity in a number of ways, including:

- Safety outcomes;
- Opportunities for shade and vegetation;
- Space for economic activity such as outdoor dining; and
- Pedestrian amenity and resulting economic exploration (i.e. window shopping and incidental shopping);

Parking provisions for new businesses are set by the Department of Transport and Planning within the Latrobe Planning Scheme through Clause 52.06. The *Transport, Movement and Car parking Assessment* and the *Addendum* reviewed whether it was appropriate to introduce a Car Parking Overlay. However, given changes made to the car parking provisions through the state wide planning scheme amendment VC277 in December 2025 that reduced the number of car parks required, it was not considered appropriate.

In order to manage the disproportion of demand and supply, and better service different market segments at the Activity Centre, the Car Parking Precinct Plan proposes specific recommendations rather than a one-size-fits-all approach.

The objectives and strategies of the Car Parking Precinct Plan support the *Urban Design and Built Form* recommendations for the Moe Activity Centre Plan as well as encourage changes to transport and parking behaviour in Moe Activity Centre, promoting safer streets, enhancing the vibrancy in the town centre.
It is noted that the car parking precincts identified do not directly align with built form precincts, as built form and land use (i.e. place) are not always directly related. Instead, the role and character of streets are typically influenced by factors such as block length, street function and network context, which can vary independently of surrounding built form patterns.

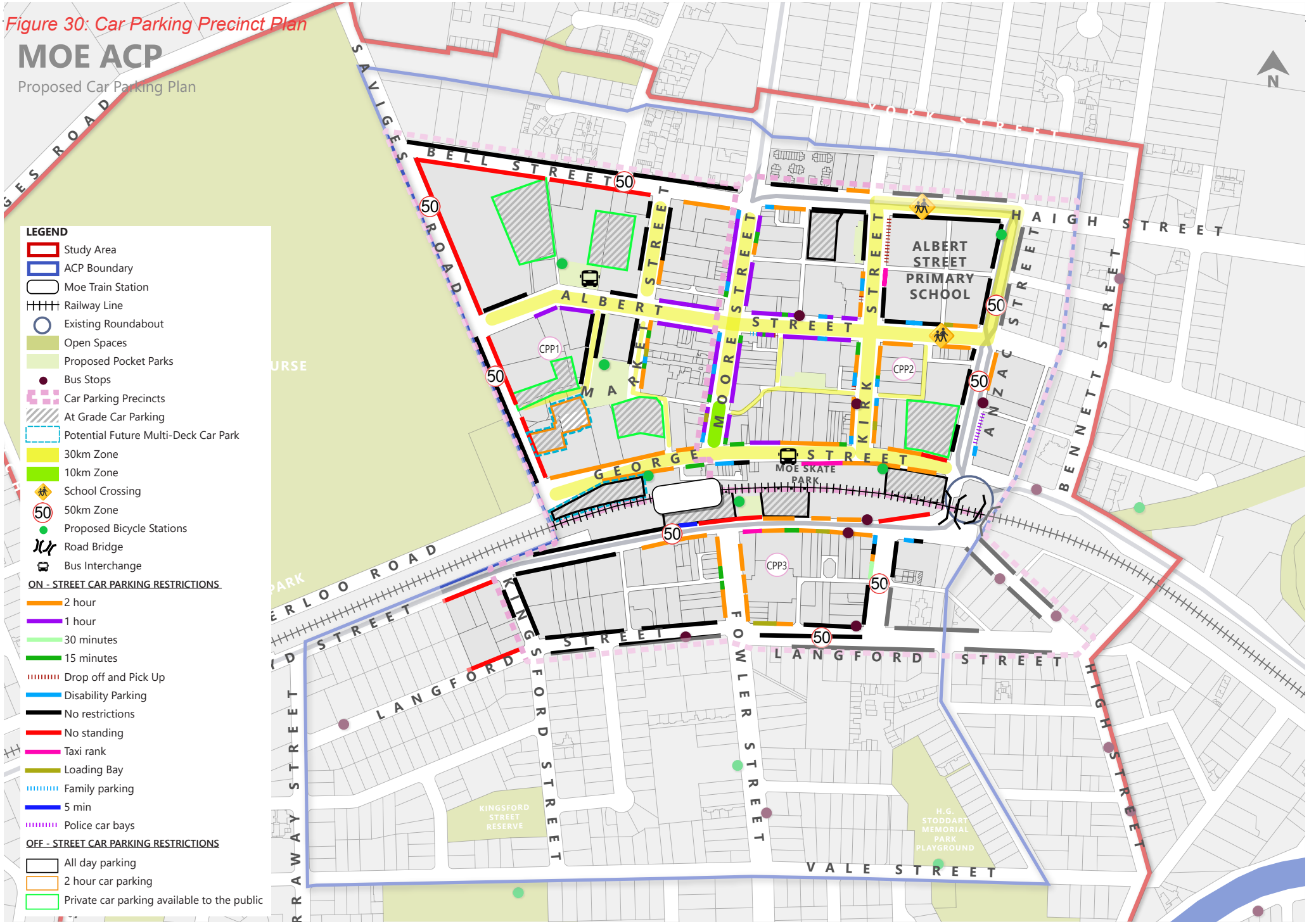
The Car Parking Precinct Plan has three precincts, reflecting differences in land use, activity and transport function. These precincts include:

1. North of the railway line (west of Moore Street)
2. North of railway line (Moore Street and east of Moore Street)
3. South of the Railway line (includes part of High Street and excludes part of Langford Street that sits in the commercial Area west of Kingsford Street)

Figure 30: Car Parking Precinct Plan

MOE ACP

Proposed Car Parking Plan



Parking Objectives and Strategies

The key objectives and strategies for parking in the Moe Activity Centre are to:

Objectives

1. To ensure that parking supports access to key destinations and aligns with the role of the Activity Centre, recognising that issues relate to distribution and management rather than supply.
2. To align the most accessible parking with short - stay retail and service uses to support economic activity and customer access.
3. To address imbalances between high - demand kerbside locations and underutilised off - street and peripheral parking.
4. To ensure that parking provision meets the needs of all users, particularly people with disabilities and those with limited mobility.
5. To avoid reinforcing oversupply and support the transition of underutilised parking land to higher - value uses over time.

General Parking Strategies

1. Improve the function of parking within the Activity Centre.
2. Improve parking distribution of parking demand across the Activity Centre.
3. Consolidate off-street car parking in appropriate locations that are easy to find.
4. Ensure safe, direct and legible pedestrian connections between parking areas and key destinations.
5. Locate and design parking to minimise negative impacts to the streetscape, pedestrian safety and amenity.
6. Maximise productive use of car parking spaces.
7. Work with Department of Transport and Planning to improve public transport facilities.
8. Promote alternative and low cost access options such as transit use, walking and cycling into the activity centre.
9. Provide appropriately located bicycle parking within developments and on street.
10. Improve provision for very short-stay parking and pick up activity.
11. Improve provision and design of accessible parking.
12. Encourage travel demand management for major employment sites of 2000sqm or greater.
13. Support long-term transition of surplus parking to higher value uses where supported by car parking data.
14. Improve integration of parking and access through planning and design controls.
15. Reduce travel speeds through road cross section and design changes.
16. Support shared travel initiatives like Car Share or Car Pooling dedicated parking spaces in public parking areas

Precinct Parking Strategies

Precinct 1 Commercial North of the Railway Line (West of Moore Street)

- Review short-term parking restrictions in high-demand areas.
- Review unrestricted parking restrictions to better support workers, visitation and higher turnover.
- Retain parking in close proximity to the railway station as all day commuter parking.
- Provide bicycle parking at rates that exceed minimum statutory requirements (Clause 52.34), including:
  - Retail / shop (employees and visitors) : 1 space per 300 sqm GFA; and
  - Office (employees) : 1 space per 2000 sqm GFA, with end - of - trip facilities.
- Focus investment on improving pedestrian and bicycle safety and priority at intersections.

Precinct 2 Commercial North of the Railway Line (East of Moore Street)

- Review unrestricted parking restrictions to better support workers, visitation and higher turnover.
- Improve pedestrian connections from all-day parking areas.
- Focus investment on improving pedestrian and bicycle safety and priority at intersections.

Precinct 3 Commercial South of the railway Line

- Focus investment on improving pedestrian and bicycle safety and priority at intersections.

6.0 IMPLEMENTATION

Reconsidering Existing Planning Mechanisms

In order to give formal statutory effect to the urban design and built form recommendations contained within this report, it is necessary to implement appropriate changes to the Latrobe Planning Scheme. Noting that there is a range of options to implement such recommendations using the Victorian Planning Provisions, there is a degree of flexibility in how the recommendations can be implemented, such as the utilisation of local policies, zones and overlays. Following below is a brief discussion of those options.

In a typical implementation of an urban design and built form strategy, recommendations would be addressed through a local planning policy in combination with a specifically devised Design and Development Overlay (DDO) or the new Built Form Overlay (BFO). This outcome is usually followed where the existing underlying zone is considered to be appropriate, functional and 'fit for purpose'.

However, in the context of the current study area, it is understood that there is the application of the Mixed Use Zone (MUZ) which applies to sections of Moe Activity Centre located south of Lloyd Street and Commercial 1 Zone (C1Z) across the rest of the commercial area. While the MUZ technically sits within a suite of residential zones, whereby an 'as of right' shop has a leaseable floorspace limitation of 150m^2, and an 'as of right' office has a leaseable floorspace limitation of 250m^2 which if exceeded triggers a planning permit, it is operating like a light industrial precinct with the mix of tenancies at the moment. Likewise, a 'retail premises' is also noted to be a 'permit required' use in the MUZ. This clearly differs from the C1Z, where a 'shop', 'retail' and 'office' use are 'as of right' uses.

In addition, the residential and commercial uses overlap within the Commercial 1 Zone which has the potential to:

- Creation of an oversupply of commercial zoned land;
- Fragmentation of the identified retail core of the activity centre; and
- Undermining of the broader intent for a commercial and mixed use outcome.

Additionally, with the Industrial 3 Zone immediately bordering the CBD and the potential for amenity impacts from dust, odour or noise caused by the uses allowed within the precinct. It does become necessary to mitigate the risk through the choice of zones.

Planning Scheme Tools

Potential Zones

In considering which planning scheme tools should be used to implement the urban design outcomes, and in noting the above discussion about the limitations of the Built Form Overlay, other potential commercial zones warrant consideration.

Commercial 1 Zone

The Moe Activity Centre is currently predominantly zoned Commercial 1 Zone (C1Z) which allows for the types of development and land use changes the Activity Centre Plan encourages, including mixed-use developments and upper-level residential development in and around the town centre. This is a possibility to be retained with updates to existing local policy and the implementation of planning controls to manage built form, will further strengthen the implementation of numerous objectives and strategies identified in this report. It is acknowledged that through other investigations and review, Council may identify a need to manage land uses differently, and that this may necessitate changes to zoning.

Commercial 2 Zone

Despite having a large bulky goods presence in the Moe CBD, the Commercial 2 Zone (C2Z) can be quickly excluded, as its nominated purpose is: '*To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services*', and therefore it does not capture the broader strategic intent for applicable land.

Activity Centre Zone

The Activity Centre Zone (ACZ) then becomes the appropriate zone to consider, noting its purpose:

1. To encourage a mixture of uses and the intensive development of the activity centre:
   - As a focus for business, shopping, working, housing, leisure, transport and community facilities.
   - To support sustainable urban outcomes that maximise the use of infrastructure and public transport.
2. To deliver a diversity of housing at higher densities to make optimum use of the facilities and services.
3. To create through good urban design an attractive, pleasant, walkable, safe and stimulating environment.

The benefits of using the ACZ is it allows a site specific schedule to be drafted which can be specifically tailored in terms of encouraging and facilitating appropriate land use, development and built form outcomes in different precincts within an activity centre. An ACZ schedule can then be utilised as a 'one stop shop' to capture land use, development, built form, and urban design outcomes, without needing to use other statutory tools such as a Design and Development Overlay.

It is further noted that Latrobe City Council has already had demonstrable success in utilising the ACZ in context of the Traralgon Activity Centre and Morwell Activity Centre to implement a range of land use, development and built form outcomes. It then further supports an argument of achieving logical consistency of also using the ACZ within the Moe Activity Centre.

Despite this implementation option analysis indicates that the ACZ is the most appropriate tool to implement the urban design and built form recommendations of this report.

Implementation

The Moe Activity Centre Plan is intended to guide the development of the primary activity centre over a period of 15 years. It is therefore important to recognise that the vision articulated by the Plan will not occur overnight and will require the continued involvement of a diverse range of stakeholders.

The Plan provides a clear and coordinated vision for how this important centre may develop over a period of time and allows decision making and funding allocations by the various stakeholders to be made in a coordinated manner.

This section of the Plan identifies a number of actions that will be needed to implement the strategies and key directions. To achieve these outcomes zoning and local policy changes are identified as a first priority, with other actions to support this then identified.

The current Latrobe Planning Scheme already identifies many of the broader strategic aims sought by the Plan. As such, there is not likely to be a significant change to the Local Planning Policy Framework required to implement the Plan, with the zoning and overlay controls likely to be the primary tools for implementation.

Zone and Overlay Controls

Zoning

Under the Planning Policy Framework, land use and built form are controlled through the application of a standard suite of zoning and overlay controls, as defined in the Latrobe Planning Scheme. Land uses within the Moe Activity Centre are affected by a range of different zoning controls, including the Commercial 1 and Mixed Use zones. There are, however, few controls that provide guidance and direction on the appropriate built form outcomes within the centre, apart from some discrete properties that are affected by heritage controls.

Following the consideration of appropriate planning tools to implement the Plan, the application of the Activity Centre Zone (ACZ) is deemed the most appropriate tool. The ACZ seeks to simplify the zoning and overlay controls within activity centres which tend to be complex urban environments. The zone removes the need to apply different zones, overlaid by a variety of different overlays to control the built form. Previously, controlling built form within Activity Centres often resulted in a number of separate Design and Development Overlays (DDO's) applying to different areas within the centres.

The ACZ combines both zoning and built form controls and allows for these to be targeted to the requirements of different precincts within the Activity Centre.

Overlays

The current Overlay controls which affect the study area are as follows:

- Heritage Overlay
- Special Control Overlay

The Heritage Overlay and Special Control Overlay should be retained and remain unchanged.

In addition, the application of the Environmental Audit Overlay (EAO) is required to be applied to be properties identified as having a medium and high potential for contamination as outlined in Appendix 3 (Potentially Contaminated Land) of the Planning Context background report.

The Built Form Overlay was considered instead of the Activity Centre Zone, however, given proximity to the Industrial Area and the need to control uses within the buffer distances of those uses and the impact that this has on the north western portion of the Activity Centre, it is recommended that the Activity Centre Zone be used instead.

Actions

The following table outlines a series of actions required to implement the Moe Activity Centre Plan, the parties that will be primarily responsible for delivery, and the recommended timeframe for the actions.

In the context of this document, the following timeframes should be considered:

- Short: 1–5 years
- Medium: 5–15 years
- Long: 15-30 years

Further actions may arise following the implementation of these actions.

Actions have been grouped by timeframe and then listed under the relevant theme.

Monitoring and Review

The lifespan of this Activity Centre Plan report is until 2041. While, the lifespan for the actions is 30 years until 2056.

Latrobe City Council will review the actions within the Moe Activity Centre Plan every five years to ensure that they remain current.

Latrobe City Council will adjust the implementation program to ensure that the Activity Centre Plan is achieving the Vision set out in this review.

The Moe Activity Centre Plan report review cycle is every ten years, to ensure that it remains relevant and consistent with Council's strategic policies, Municipal Planning Strategy (MPS) and the Council Plan, and to identify any changes required to respond to new trends, policies or changing circumstances.

In addition, the final review of the Activity Centre Plan should commence four years prior to the expiry of the plan in 2037 which will enable Council to prepare background documentation for the subsequent Activity Centre Plan period.

Short-term Actions

No.	*Action*	*Responsibility*	*Timeframe*	*Budget*
1	Run a Planning Scheme Amendment to implement the built form controls, support mixed-use and office development in appropriate locations to broaden the appeal of the centre and attract a higher level of spending available to retailers, and support higher density residential uses in and within 400m of the activity centre.	Strategic Planning	Short-term	To be added prior to adoption.
2	Back zone residential areas that are zoned Commercial 1 Zone (C1Z) to an appropriate residential zone as per Land Use and Activity Strategy 11 and the recommendations from the Economic Analysis 2026.	Strategic Planning	Short-term	
3	Apply the Environmental Audit Overlay (EAO) (or another appropriate measure) to land identified as having a medium to high potential for land contamination as per the Potentially Contaminated Land Report 2026.	Strategic Planning	Short-term	
4	Implement Green Travel Plan requirements for future employment sites as per the recommendations from the Transport, Movement and Car Parking Addendum 2026.	Strategic Planning	Short-term	
Land Use and Activity				
5	Collaborate with landowners to revitalise vacant lots.	Business Development	Short-term	
6	Use innovative methods of re-use of vacant floorspace that may assist in improving activity levels, such as: • Short term use as community display; • Encouraging the lowering of rents to provide opportunities for local entrepreneurship; • Connecting landlords with start-up businesses and entrepreneurs; and • Establishing a register of long-term vacancies, and undertaking an expression of interest for potential tenancies and land owners.	Business Development Arts and Culture; Events	Short-term	

7	Conduct street painting activities for children, pop- up parklet education for local businesses, temporary extension of footpaths for landscaping and seating, adding new seating and shading facilities on sites identified for tactical urbanism.	Recreation and Open Space; Arts and Culture; Community Development; Events	Short-term	To be added prior to adoption.
8	Undertake a Retail Gap Study, which includes: • Advocating for greater retail diversity to capture some of the market share of the female 45+ demographic. • Identify opportunities to capture 18-25 year old expenditure such as more entertainment facilities. • Identify which jobs can be generated by maximising Moe's existing strengths. • Identify what retail businesses are needed to provide for a diverse mix of business • Identify what businesses will likely have a suitable catchment to prosper in Moe-Newborough; and • Identify business attraction priorities.	Business Development	Short-term	
9	Collaborate with the landowners to encourage and support the adaptive reuse of heritage buildings.	Arts and Culture	Short- to medium-term	
10	Work with festival and market holders to hold community events within the Moe CBD.	Events	Short-term	
11	Investigate options for meeting spaces that have appropriate storage solutions to meet the needs of community groups.	Property; Community Development	Short-term	
12	Explore options to better utilise Council facilities to better meet the communities needs such as gallery spaces.	Property; Arts and Culture	Short-term	
13	Review fees and rates for Council meeting rooms.	Leisure Centres, Libraries, Creative Venues	Short-term	
14	Audit Council facilities in Moe-Newborough to identify blockers to greater community usage as a part of a Social Infrastructure Plan.	Community Development; Strategic Planning	Short-term	To be added prior to adoption.

15	Educate the public on the new Bookable booking system for Council meeting rooms.	Customer Focus; Comms and marketing	Short-term
Access and Movement			
16	Review and identify gaps and locations where improvements will be most beneficial to the shared path network including new connections. The west side of Saviges Road beside the Moe Bowling Club should be have a footpath installed as a priority missing link.	Recreation and Open Space	Short-term
17	Undertake a footpath audit to: • Identify gaps in the network; • Identify areas where the pavement is uneven, slippery or in need of repair; • Where DDA compliant tactile markers are needed; and • Prioritise how the upgrades or maintenance will occur.	Engineering Services	Short-term
18	Upgrade the footpaths in accordance with the findings of the footpath audit.	Asset Planning; Capital Works	Short- to medium-term
19	Ensure the proposed at-grade pedestrian railway crossing (approximately 40m to east of the current pedestrian crossing) is wide enough to allow two motorised scooters to pass at the same time as a safety and accessibility upgrade.	VicTrack; DTP	Short-term
20	Investigate options for mobility scooter lanes within the Moe CBD.	Engineering Services; Capital Works	Short-term
21	Prepare and implement an Active Transport Strategy	Recreation and Open Space; Capital Works	Short-term

22	Audit the location and infrastructure of bus stops within the Activity Centre to identify gaps and advocate for where additional bus services and infrastructure will best serve the communities transport needs.	Engineering Services; PTV and Latrobe Valley Bus Lines	Short-term	To be added prior to adoption.
23	Prepare a wayfinding strategy for Moe.	Recreation and Open Space; Tourism	Short-term	
24	Highlight and promote trails, laneways, art viewing paths, and most-used pedestrian routes throughout the Activity Centre area.	Tourism; Arts and Culture	Short-term	
25	Continue to advocate for funding to deliver Stage 3 of the Moe rail Revitalisation Plan as per the advocacy priorities.	Advocacy; Engineering Services	Short-term	
26	Incorporate safe cycling infrastructure along Moore Street and Fowler Street	Engineering Services; Capital Works	Short-term	
27	Deliver a cycling link from the activity core to Ted Summerton Reserve and Olympic Reserve via Vale Street and connecting streets.	Engineering Services; Capital Works	Short-term	
28	Implement traffic calming and restriction of vehicles to support the prioritisation of pedestrians including medians, investigation into traffic directions, reopening closed sections of road and declaring areas used as through roads as roads along Albert Street. Pedestrian Priority should be given to the key retail spine first while acknowledging the need to retain efficient vehicle movement on identified perimeter and higher order streets.	Engineering Services; Capital Works	Short-term	
29	Investigate reductions in speeds throughout the CBD to 30km/h along Moore Street, George Street, Albert Street, Kirk Street, part of Fowler Street and adjoining laneways.	Engineering Services; Capital Works; Department of Transport	Short-term	
30	Investigate reductions in speeds throughout the CBD to 50km/h along Anzac Street, Haigh Street, Bell Street, Lloyd Street and Saviges Road.	Engineering Services; Capital Works, DTP	Short-term	

31	Continue advocating for improved coordination between local bus services and rail services	Advocacy	Short-term	To be added prior to adoption.
32	Investigate options for the Haigh Street Car Park such as reviewing parking restrictions, leasing land or selling the land.	Property	Short-term	
33	Undertake a review short term parking requirements in high demand areas.	Engineering Services; Local Laws	Short-term	
34	Review off-street parking restrictions for council managed car parks to ensure parking demand meet the needs of the community.	Engineering Services; Local Laws	Short-term	
35	Increase 2-5 minute pick-up/set down spaces.	Engineering Services; Local Laws	Short-term	
36	Increase accessible parking provision to approximately 2-3% of publicly accessible supply by: • Prioritising these in on-street locations close to key destinations; • Reviewing the spacing and distribution to ensure equitable coverage; and • Upgrading existing spaces to meet AS2890.5 (On-street Parking) and/or AS2980.6 (off-street parking for people with disabilities)	Engineering Services; Capital Works	Short-term	
Landscape and Public Realm				
37	Progress the Streetscape Strategy.	Recreation and Open Space; Capital Works	Short- to medium-term	
38	Amend planting lists to include local, climate-resilient plant species selected in consultation with Traditional Owners, where possible.	Open Space Maintenance	Short-term	
39	Increase fruiting trees within Kingsford Street Reserve as per the masterplan, and Kirk Street Reserve opposite Albert Street Primary School, while assuring that fallen fruit does not impact roads or footpaths, thus potentially creating slipping hazards.	Open Space Maintenance; Recreation and open Space; Community Development	Short to medium term	

Medium-term Actions

No.	Action	Responsibility	Timeframe	Budget
Land Use and Activity				
40	Develop a night-time economy strategy for Moe which includes an action plan, this should include: • Creating a night-time accreditation program to encourage best practice management of venues. • Exploring opportunities to support restaurants and after-hours venues, including spaces where on street dining can be supported.	Business Development; Local Laws	Medium-term	To be added prior to adoption.
Access and Movement				
41	Extend the shared path network to connect to the Moe-Yallourn Rail Trail.	Recreation and Open Space; Engineering; Capital Works	Medium-term	
42	Investigate laneway/arcade ownership to determine interblock link opportunities and additional retail space.	Property	Medium-term	
43	Advocate for and support the delivery of safety, accessibility and operational improvements at the Lloyd Street/Anzac Street/Narracan Drive/George Street roundabout to enhance pedestrian, cyclist and vehicle movements.	Advocacy; Engineering Services; DTP	Medium- to long-term	
44	Champion the planning, funding and delivery of a grade-separated crossing at the existing level crossing site, as identified in the *Moe Rail Revitalisation Plan 2009*, through either a pedestrian bridge or a raised/lowered railway line (should the roundabout overpass cease to function safely), recognising the project as critical infrastructure for improving safety, accessibility, connectivity and the long-term growth of Moe-Newborough.	Advocacy, Engineering Services; VicTrack; DTP	Medium- to long-term	
45	Advocate for removal of obstructive landscaping and unnecessary infrastructure.	VicTrack	Medium-term	

No.	Action	Responsibility	Timeframe	Budget
46	Install wayfinding elements at key town centre entry and exit points for both vehicles and pedestrians.	Assets; Tourism	Medium-term	To be added prior to adoption.
47	Establish lower - stress north –south and east –west local cycling routes using streets such as Lloyd Street, Anzac Street, Bell Street and Albert Street, if feasible.	Engineering Services; Capital Works	Medium-term	
48	Implement traffic calming and restriction of vehicles to support the prioritisation of pedestrians including medians, investigation into traffic directions, reopening closed sections of road and declaring areas used as through roads as roads along Saviges Road and Hasthorpe Place. Pedestrian Priority should be given to the key retail spine first while acknowledging the need to retain efficient vehicle movement on identified perimeter and higher order streets.	Engineering Services; Capital Works	Medium-term	
49	Work with landowners to minimise and where possible consolidate car park entries along Saviges Road, Albert Street 9west of Moore Street) and Market Street.	Property, Engineering Services	Medium-term	
Landscape and Public Realm				
50	Create bespoke flower trails near school precincts to encourage interaction, curiosity, and slower-paced movement for children and adults alike using the landscape treatments at intersections. These may include Bronze Rambler Grevillea (or other species endemic to Moe).	Open Space Maintenance; Recreation and Open Space	Medium-term	
51	Advocate for greater maintenance along the railway track.	Advocacy; Open Space Maintenance; VicPolice; VicTrack	Medium- to long-term	

No.	Action	Responsibility	Timeframe	Budget
52	Increase fruiting trees within Kingsford Street Reserve as per the masterplan, and Kirk Street Reserve opposite Albert Street Primary School, while assuring that fallen fruit does not impact roads or footpaths, thus potentially creating slipping hazards.	Open Space Maintenance; Recreation and open Space; Community Development	Medium-term	To be added prior to adoption.
53	Prepare a streetscape masterplans for Albert Street, Market Street and Hasthorpe Place to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart.	Recreation and open Space	Medium-term	
54	Create a civic gateway feature to the town centre on: • Lloyd Street at Kingsford Street; • Fowler Street at Langford Street; • Narracan Drive at the Botanical Gardens; and • Moore Street at Haigh Street.	Arts and Culture; Road Maintenance	Medium- to long-term	

Long-term Actions

No.	Action	Responsibility	Timeframe	Budget
Access and Movement				
55	Strongly advocate for a raised or lowered railway line as “essential city-shaping infrastructure” as the roundabout overpass approaches capacity (based on Action 63). This aims to ensure long-term transport efficiency, safety, connectivity and economic growth for Moe-Newborough.	Advocacy, Engineering Services; VicTrack; DTP	Long-term	To be added prior to adoption.
56	Advocate for an additional formal pedestrian railway crossing at Kingsford Street.	Advocacy, VicTrack; DTP	Long-term	
57	Work with Department of Transport and Planning to identify longer - term grade separation opportunities to reduce delay and improve connectivity for cyclists travelling between the northern and southern parts of the Activity Centre (and broader township).	Engineering Services; Capital Works, DTP, VicTrack	Long-term	
58	Implement traffic calming and restriction of vehicles to support the prioritisation of pedestrians including medians, investigation into traffic directions, reopening closed sections of road and declaring areas used as through roads as roads along Purvis Lane, Clifton Street and Market Street. Pedestrian Priority should be given to the key retail spine first while acknowledging the need to retain efficient vehicle movement on identified perimeter and higher order streets.	Engineering Services; Capital Works	Long-term	
Landscape and Public Realm				
59	Advocate for an alternative route connecting Apex park with the football grounds in the centre of the Joe Tabuteau Reserve that continues onto Saviges Road, this may be only temporary when events are held.	Recreation and Open Space; DEECA; Advocacy	Long-term	To be added prior to adoption.

No.	Action	Responsibility	Timeframe	Budget
60	Create pocket parks at Clifton Street and Hasthorpe Place subject to ensuring both streets have sufficient activation and passive surveillance.	Recreation and Open Space; Open Space Maintenance.	Long-term	

Ongoing Actions

No.	Action	Responsibility	Timeframe	Budget
Land Use and Activity				
61	Utilise differential ratings to improve the quality of the building stock by encouraging the redevelopment of derelict buildings.	Rates	Ongoing	To be added prior to adoption.
62	Support Pre-Application and Business Support programs.	Business Concierge; Statutory Planning	Ongoing	
Access and Movement				
63	Undertake regular traffic movement counts at the roundabout to establish how quickly the roundabout is approaching capacity.	Engineering services	Ongoing	
64	Provide more bike parking, storage, and repair facilities across town at a distance of every 250m along the key retail spine and at key destinations such as the Latrobe Community Health Service, and Moe Racecourse.	Recreation and Open Space; Capital Works	Ongoing	
65	Upgrade crossings for pedestrians where needed, with the first priority being along Albert Street then Lloyd Street, Anzac Street, Haigh Street, Bell Street and Saviges Road.	Engineering Services	Ongoing	
66	Install new street furniture, shade, and walkability infrastructure near key pedestrian destinations such as Apex Park (Regional Level Playground), the Ted Summerton Reserve, Moe PLACE, South Street Primary School Precinct, Latrobe Community Health Centre and Olympic Park, Moe Swimming Pool Precinct and along routes that lead to them from the CBD.	Recreation and Open Space; Capital Works	Ongoing	

No.	Action	Responsibility	Timeframe	Budget
Landscape and Public Realm				
67	Provide inclusive public infrastructure like seating, lighting, drinking fountains, and accessible amenities in areas of high foot traffic (along Moore Street, Albert Street and between Lloyd Street and George Street at the railway crossing), as per the Urban Design Guidelines for Victoria.	Capital Works; Recreation and Open Space	Ongoing replacement program	To be added prior to adoption.
68	Continue to advocate for investment in upgrades to public realm, in particular around the train station, Moore Street, Albert Street, Lloyd Street, Langford Street, Market Street, Saviges Road and Bell Street.	Recreation and Open Space; Open Space Maintenance, Assets, Engineering, Advocacy	Ongoing	

LATROBE CITY COUNCIL

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Service Centres and Libraries

Morwell

Corporate Headquarters
141 Commercial Road, Morwell

Morwell Library
63-65 Elgin Street, Morwell

Moe

Moe Service Centre and Library
1-29 George Street, Moe

Traralgon

Traralgon Service Centre and Library
34-38 Kay Street, Traralgon

Churchill

Churchill Community Hub
9-11 Philip Parade, Churchill

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