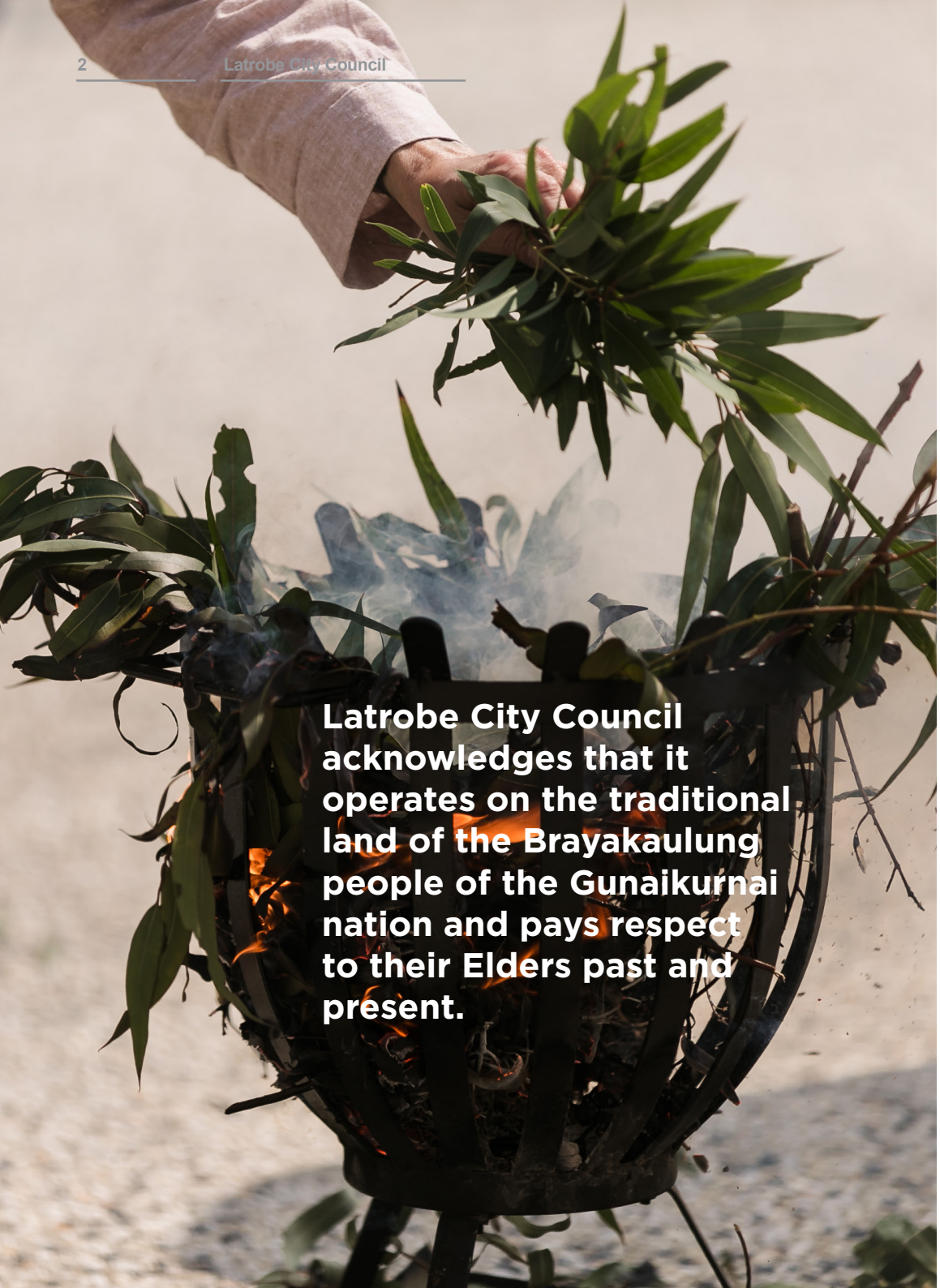
Draft

NICHE STUDIO

LATROBE CITY COUNCIL

# Urban Design and Built Form

Moe Activity Centre Plan Review 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* |
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# 1.0 Introduction

# Background

In 2007, the first Moe Activity Centre Plan (Moe ACP) was created through a partnership between Latrobe City Council and Tract. Recently, Latrobe City Council recognised the need to update the plan to ensure Moe continues to provide an inclusive and inviting urban environment for the community.

In March 2024, Niche Studio was engaged by the Latrobe City Council to prepare the Urban Design Analysis and Built Form Plan to inform the preparation of the Moe Activity Centre Plan. Working with Niche Studio, PBA Transit, now known as Urban Transit Solutions (UTS) has been engaged to provide the Traffic, Movement and Car Parking Assessment. Further work was undertaken by Ratio Consultants in 2026 on the Traffic Movement and Car Parking Plan who provided an Addendum to the work undertaken by UTS.

The importance of this project lies in understanding the anticipated changes for the Moe Central Business District (CBD). To support this change, Moe needs innovative urban design, built form, transport strategies, and effective decision-making tools for the Council to implement these improvements.

# Project Scope

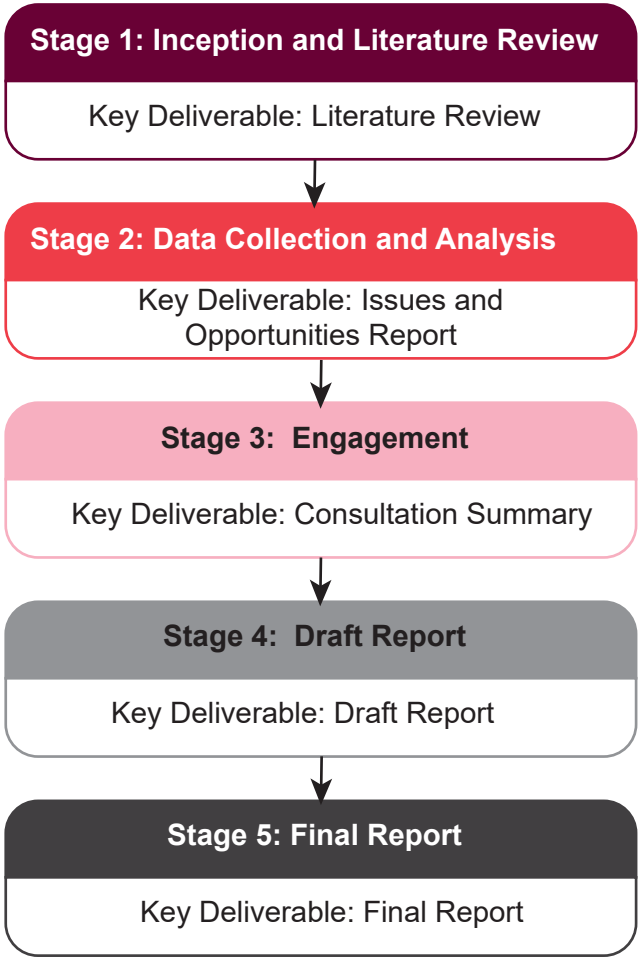
The Urban Design and Built Form Background Report project scope involves:

- Conducting a critical review of existing strategic work completed to date;
- Preparing a consolidated Urban Design response for the Moe Activity Centre;
- Considering of the State and local policy context; and
- Explanation of existing best practice principles and case studies.

# Methodology

The Urban Design and Built Form Plan was developed using a methodology that included background analysis and community consultation to develop the draft and final reports. The methodology is outlined in Figure 1.

*Figure 1: Methodology*



# Context Analysis

## Regional Context

Moe-Newborough is a town in the Latrobe Valley, a significant region within Gippsland, Victoria. Located approximately 150kms east of Melbourne. Latrobe city contains four towns: Moe-Newborough, Churchill, Morwell and Traralgon and sits within the boundaries of the Brayakaulung Clan of the Gunaikurnai people of Gippsland. This area is renowned for its contributions to energy production, and diverse natural landscapes.

### Energy Production

The Latrobe Valley has historically been central to Victoria's coal mining and power generation. It houses major power stations such as Hazelwood (now closed), Yallourn, and Loy Yang. As Victoria transitions to renewable energy, Moe faces the challenges and opportunities of this industrial shift.

### Natural Landscape

Nestled between the Strzelecki Ranges and Baw Baw National Park, Moe-Newborough is surrounded by rich natural landscapes. This setting promotes tourism and outdoor recreation, enhancing the local economy and lifestyle. Activities such as hiking, fishing, and exploring national parks are popular.

### Socio-Economic Factors

Moe-Newborough's socio-economic profile mirrors the broader trends of the Latrobe Valley. Issues such as unemployment and economic transition are prominent, but there is a strong community resilience. Efforts to diversify the economy through education, healthcare, and small businesses are ongoing.

### Infrastructure and Connectivity

Strategically located along the Princes Freeway, Moe-Newborough connects to Traralgon in the east and the Baw Baw Shire to the west. This facilitates commuting, trade, and tourism, making Moe-Newborough a prime location for residential and commercial development. Rail services further enhance its accessibility.

### Community and Culture

Moe boasts a close-knit community with a rich local culture. Events, festivals, and community groups foster a strong sense of identity and belonging. The town's cultural activities often reflect the heritage of the Gunaikurnai people, the traditional custodians of the Latrobe Valley.

### Educational and Health Services

Moe-Newborough hosts various educational institutions and health services that cater to local and regional communities. These facilities not only support residents' well-being but also provide employment opportunities.

*Figure 2: Regional Context*



# Local Context

The Moe-Newborough urban area consists of an urban settlement that is serviced by the Moe Primary Activity Centre. It is the first of the four major towns within the Latrobe City Council from Melbourne and consequently is identified as the 'Gateway to Latrobe'. The town forms part of the Latrobe City 'networked city' and is designated as a service centre and a supporting network town.

Population projections for Moe-Newborough, indicate modest growth over the next few decades. According to recent forecasts, the population of Moe-Moe South area (Forecast .iD) is expected to increase from approximately 9,879 in 2021 to about 10,609 by 2041. This reflects a total increase of around 730 people or an average annual growth rate of about 0.36%.

Moe-Newborough features a traditional town centre and the Newborough Neighbourhood Activity Centre to the east. The Moe CBD, defined in the Latrobe Planning Scheme as the Moe Activity Centre, spans approximately 90.18 hectares. It is bounded by Bell Street and Haigh Street to the north, Anzac Street and Reservoir Road to the east, Vale Street to the south, and Wirraway Street, Waterloo Road, and Saviges Road to the west.

This area supports diverse land uses, including civic amenities, commercial and office spaces, recreational areas, industrial zones, and residential districts. The railway bisects the study area, with major crossings at the Moe Railway Station and a roundabout at Lloyd Street, George Street, and Anzac Street.
Moe's CBD is a vibrant hub with several key landmarks:

1. George and Moore Street: The heart of Moe's CBD, featuring retail stores, cafés, restaurants, and essential services.
2. Moe Plaza: A central retail hub housing supermarkets and specialty stores.
3. Moe Railway Station: A significant landmark providing connectivity to Melbourne and the Latrobe Valley.
4. Moe Library: An important community resource offering books, digital media, and educational programs.
5. Moe Town Hall: A historic building containing a theatre that can be hired out for community events.
6. Moe Racing Club: Hosting regular horse racing events, attracting visitors and contributing to the local economy.
7. Healthcare Facilities: Latrobe Community Health Moe Centre provides essential health services.
8. Public Art and Murals: Various installations throughout the town reflecting Moe's heritage and community spirit.

These landmarks collectively assist in wayfinding and legibility, and enhance Moe's business activity centre making it a vibrant and functional hub for commerce, culture, and community activities.

*Figure 3: Local Context*

# MOE ACP

PLAN 021 - Significant Landmarks

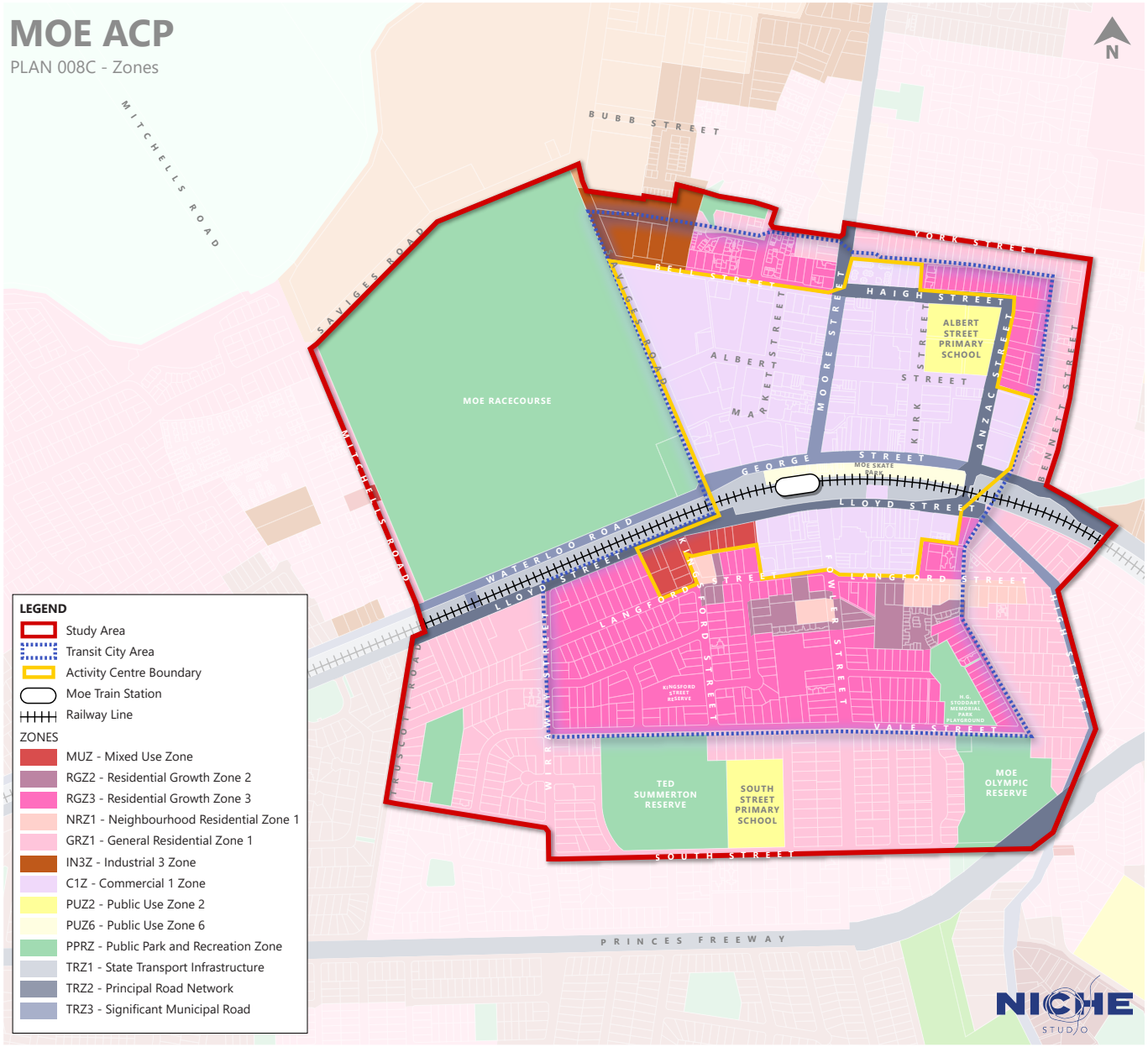


# Planning Zones

Within the Transit City Area (shown outlined in Blue in Figure 4), the Planning Scheme differentiates a variety of zones as shown on the following plan. Those of specific relevance are the:

- Commercial 1 Zone which defines the area of commercial activity in Moe;
- Mixed Use Zone affects a small area to the south of Lloyd Street that supports a mix of uses;
- Residential Growth Zone Schedule 2 and Schedule 3 which relate to the housing within Moe Transit City Boundary;
- Public Use Zone which relates to the Moe Rail Precinct Revitalisation Project and Albert Street Primary School; and
- Industrial 3 Zone which relates to the industrial land north of Bell Street in the north-west corner of the Activity Centre.

*Figure 4: Planning Zones*



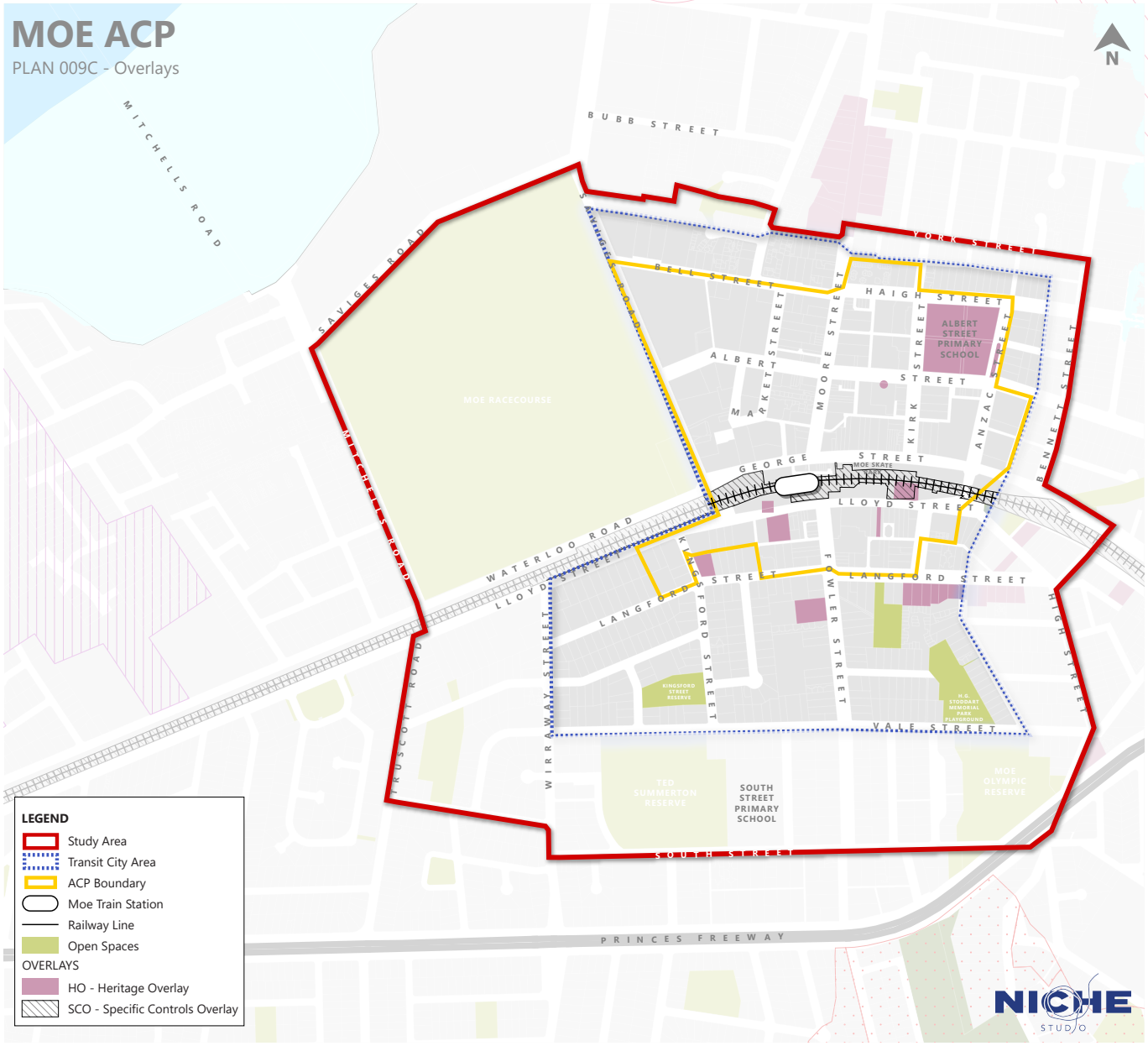
# Planning Overlays

The Planning Scheme also identifies two (2) relevant overlays providing additional controls to the listed zones, specifically:

- Heritage Overlay (HO); and
- Specific Controls Overlay (SCO).

Each of these zones and overlays are identified in Figure 5 and will be taken into consideration in the final urban design recommendations.

*Figure 5: Planning Overlays*



# 2.0
# Issues and Opportunities

# Background Review

The 'Gaps and Implementation' items provided in this report have been informed by the literature review completed June 2024, and community consultation undertaken between 21 November 2024 and 31 January 2025.

The 'Gaps and Implementation' items are discussed over four themes, these are:

1. Activation and Land Use
2. Movement Network
3. Landscape and Public Realm
4. Built Form

The next section will outline what the community said, as well as the issues and the opportunities raised in this background review.

Figure 6 on page 19 shows the key issues and opportunities identified for each theme with numbers representing the opportunities for each theme.

**Background Documents**

- Clifton Street Precinct Urban Design Guidelines 2008;
- Latrobe City Annual Report 2022-2023;
- Latrobe City Council – Economic Development Strategy 2016-2020 (updated after this report);
- Latrobe City Council Plan 2021-2025;
- Latrobe City Council Retail Strategy – Strategy and Implementation Plan 2019;
- Latrobe City Council – Wood Encouragement Policy 2014;
- Latrobe City Events and Tourism Strategy 2018-2022;
- Latrobe City Heritage Study Volume 1: Thematic Environmental History 2010;
- Latrobe City Heritage Study Volume 2: Key Findings & Recommendations 2010;
- Latrobe City Heritage Study: Volume 3: Heritage place & precinct citations 2010;
- Latrobe City – Our Transition 2022;
- Latrobe Public and Urban Art Policy 2018;
- Latrobe Structure Plans – Moe and Newborough 2007 & 2015;
- Live Work Latrobe – Housing Strategy 2019;
- Live Work Latrobe – Industrial and Employment Strategy 2019;
- Living Well Latrobe 2022-2025;
- Moe Activity Centre Plan Review – Planning Context Review 2023;
- Moe Activity Centre Plan – Urban Renewal Strategy & Implementation Report 2007;
- Moe Rail Precinct Revitalisation Project Strategic Business Case 2012;
- Latrobe Transit City Precincts: Moe Town Summary Implementation Report 2006;
- Retail Advice – Lake Narracan Structure Plan 2013; and
- Latrobe City Council – Council Plan 2025-2029.

**Stakeholders**

- Youth & Community Development, Latrobe City Council;
- Tourism & Major Events, Latrobe City Council;
- Community Resilience, Latrobe City Council;
- Business Development, Latrobe City Council;
- Strategic Planning, Latrobe City Council;
- Infrastructure Design, Latrobe City Council;
- Open Space Maintenance, Latrobe City Council;
- Community Strengthening, Latrobe City Council;
- Latrobe Valley Bus Lines;
- Strategic Planning, Department of Transport;
- Victoria Police;
- Regional Development Victoria;
- Community members; and
- Councillors.

# Theme 1: Activation and Land Use

The land use in the Moe CBD is defined by its divided town centre which is split by the railway line. Through the background analysis and community consultation, the following issues and opportunities were raised:

## What our Community Said

The community said that seeing vacant land and shops activated, and having a diversity of uses is a priority for them.

*Promote more variety of activities and outdoor seating in the core of the city to make it lively – Moore Street.*



*Increase commercial activity in public spaces for entertainment and food.*

*Improve and reuse vacant lots within the town to create public amenity and development, especially to the south of the railway line.*





*Consider "no-permit required" development areas to the south of the railway line.*

*Identify solutions to receive tenancy for the vacant retail spaces within the CBD, to potentially use them for office spaces.*





*Encourage diversity in tenancies and occupation of commercial buildings.*

## Issues

- Some sites throughout the precinct lie vacant including landscape areas and derelict land parcels that have significant weed growth and signs of abandonment.
- It was identified that the tenancy mix along main streets might not be ideal and might need more intervention.
- No shelter or shade on Hasthorpe Place.
- Mix of uses within Market Street precinct makes wayfinding and carparking illegible.

## Opportunities

1. Improve and reuse vacant lots within the town to create public amenity and spaces – working with the current landowners will be required.
2. Promote tourism activity and uses via rezoning to mixed use precincts in targeted locations.
3. Consider working with local retailers and shop owners to create pop-up activities and stalls within and around private landholdings and shop fronts in order to increase visibility and activity for their shops.
4. Encourage night-time economy through Council-sponsored activities and events.
5. Adapt and reuse landmarks like old law court building, arcade malls etc. to create a sense of place and belonging.
6. Improve legibility of discrete precincts as identified on the plans (retail, civic, recreation) to improve wayfinding and sense of 'grounding' in the place.
7. Work with Traditional Owners to identify and celebrate cultural values of the town through public education, art and other means identified through the engagement process.
8. Encourage local businesses to set up temporary markets and stalls in local parks and reserves to improve community bonding, local economy and sense of belonging
9. Provide access to a public art studios to create opportunities for multimedia artists to practice.

# Theme 2: Movement Network

The movement network in the Moe CBD is generally car-dominant, with limited frequency of train and bus services. Through the background analysis and community consultation, the following issues and opportunities were raised:

## What our Community Said

The community said that improving movement and access networks would improve safety, and increase the walkability of the Moe CBD. The community highlighted a number of concerns including:

- More infrastructure for active transport and better accessibility;
- Improving public transport connectivity
- Improving safety; and
- Better connections to key destinations.

*Make footpath more accessible along Albert Street to attract more foot traffic there.*

*Decrease vehicle-dependency by improving the public transport connectivity.*



*Increase accessibility to Latrobe Regional Hospital.*

*Improve connectivity between anchor tenancies.*

*Making car parks more pedestrian friendly and accessible by reducing the speed limit showcased with clear signs on pavement etc.*

*There is a need for larger car parking spaces near medical centres.*

*Provide improved infrastructure that promotes different form of mobility, such as cycling within the CBD.*



*Improve the accessibility of the pedestrian crossing by widening them for two mobility scooters access.*

*Improve the shared space function of Moore Street.*

*Reduce car speed and car access within activity core.*

*Use the lot by Lloyd Street for parking at train station.*

*Improve connectivity from Edward Hunter to Botanical Gardens with the support of street network and public transport accessibility.*

*Improve street furniture, shading and other infrastructure that supports walkability and different forms of mobility throughout town.*



*Improve the infrastructure between Kirk Street and George Street for crossing.*

## Issues

- There is a lack of connection across the railway line between the north and south of the town.
- There is a need for better pedestrian and visual connection across the corridor the possibility of upgrading the railway crossings may address this need.
- There are a large number of at-grade car parks within the centre of town.
- Lack of EV charging stations in town.
- The lack of shared parking arrangements, such as with the car parking between Coles and Kmart and other big box stores, means that the carparks have been duplicated unnecessarily.
- Pedestrian crossings along the railway line have been reported to be unsafe and inadequate.
- The community has an established pattern of car-dependency which presents barriers to the reduction of car parking across Moe.
- Pedestrian paths, shared paths and footpaths end abruptly throughout town and do not lead to obvious destinations.
- There is confusion regarding wayfinding and road network alignment, especially at the entrance and exit points of town for both drivers and pedestrians.
- Bike parking, aside from outside the library, is inadequate.
- There is a need to make clear that Moore Street is a shared street in a better way than it is currently shown and to provide further traffic calming measures.

## Opportunities

1. Improve pedestrian and visual connections across railway corridor and key barriers.
2. Provide high-amenity dual use/shared links for cyclists and pedestrians.
3. Improve and extend the rail trail from the edge of town to within the town.
4. Improve bus route and bike path connectivity.
5. Upgrade Moore Street shared zone to enable better usage of available space and amenities.
6. In the long-term, adaptively reallocate existing Council-owned car parking spaces for public amenity uses, where there is an oversupply of parking identified.
7. Work with private landowners to consolidate car parking lots, back-of-house areas and laneways for improved public realm outcomes.
8. Improve and extend shared path and footpath connectivity throughout town.
9. Improve bike storage, bike parking and repair facilities throughout town.
10. Improve street furniture, shading and other infrastructure that supports walkability.
11. Install traffic calming measures and raised pedestrian crossings where required.
12. Improve connectivity and legibility along roads that lead to major destinations.
13. Provide wayfinding features at gateway entry and exit points to and from town.
14. Reduce car speed within activity core.
15. Provide EV charging stations in the ACP

# Theme 3: Landscape and Public Realm

The landscape and public realm in the Moe CBD is generally flat, has well-established trees, and a consistent but tired suite of public amenity infrastructure. Through the background analysis and community consultation, the following issues and opportunities were raised:

## What our Community Said

The community have said that they would like to see more greenery and green spaces throughout the CBD. They would like to see improved infrastructure to update the look and fell of the Moe CBD.




## Issues

- There is a general lack of street tree planting throughout the town with the exception of Moore Street, Anzac Street, Langford Street and Fowler Street. The need for more street tree planting across the study area has been identified as a potential opportunity.
- The northern side of town is lacking in public open spaces and only has one large open space that is the Moe Racecourse. Moe Racecourse is not accessible by the public from the CBD.
- The south side of the railway line is not as developed as the north so far and contains several vacant lots - these are opportunities for further enhancement and development, specifically landscaping and street furniture upgrades.
- The carpark on the northern side of the train station is rarely used, or is at capacity during weekdays and even less on weekends. There is potential for weekend markets or other events to activate the space.
- Most views or vistas within the town centre have been blocked from the street level due to the undulating topography across the site.

## Opportunities

1. Improve street greening and median tree planting along streets.
2. Improve footpaths and shared paths across town, specifically along key corridors connecting to major destinations.
3. Protect view corridors to major landmarks around Moe like the Strzelecki ranges and Mt. Baw Baw.
4. Create bespoke flower-trails in and around the school precincts to engage children and other flower enthusiasts to stop, slow down and 'smell the flowers'.
5. Provide continuous awnings and shading devices along streets within the activity core area.
6. Provide local plant species where possible that are climate-resistant. These should be chosen in consultation with Traditional Owners.
7. Identify and celebrate trails, laneways, most used paths and art-viewing networks throughout town.

# Theme 4: Built Form

**The built form in the Moe CBD is generally low scale, with a fine grain pattern along George and Moore Street. Through the background analysis and community consultation, the following issues and opportunities were raised:**

## What our Community Said

The community would like to see more activation of the public spaces, better accessibility into buildings. While the community would like to retain the 'village character', there is support for higher residential developments.

*Improve level entries for businesses.*



*Promote activation by improving and creating spaces for activities, such as libraries and other landmarks.*

*Work with developers for affordable housing with modern building standards.*





*Encourage 3 to 4 storey developments in residential areas.*



## Issues

- There is a lack of consistent character with materiality changing according to the street.
- Large swathes of car parking and vacant lots dilute the edges of a defined character for the precinct.
- Awnings, shading devices, street furniture, landscaping and footpaths are inconsistent throughout the study area. This discourages walking and may create the need for greater dependence on cars.
- Big box stores across the site have too many blank surfaces and need to be addressed to improve street level activation. Bulky goods and other stores present internally to carparking, resulting in the North- West precinct of the city centre not addressing street frontage along Albert Street, Saviges Road and George street due to blank walls, no pedestrian access and no footpath cover.
- There is not enough weather cover in the CBD.
- There is a need for improving street lighting and amenity in general.
- The interface with the Moe race track has been identified as an issue with dangerous driving and speeding causing major concern.
- Improved interface with the school and safer streets.
- Improved interaction between the public and private domain is required for activation.

## Opportunities

1. Update Urban Design Guidelines to make active frontages mandatory and minimise large blank walls to specifically target big box stores.
2. Ensure continuous street frontages in commercial areas by educating landowners to maximise use of 'leftover' spaces.
3. New development should respect neighbourhood character, materiality and colour palettes.
4. Vacant shop-tops should be explored for residential, commercial and other uses. The opportunity to extend existing shops from ground floor to first floor should also be encouraged in order to improve activity and passive surveillance.
5. Heritage buildings, features and landmarks across town should be retained, maintained and celebrated via tourist tours, art walks, adaptive reuse etc.
6. Use improved wayfinding, landscaping and public realm improvements to complement anchor buildings and direct pedestrians to other places of interest in and around them.
7. Encourage transparent façades and 'spill-out' seating for commercial, retail and food/ beverage facilities.
8. Encourage investment and funding to support local businesses and home-based businesses, including provision of hireable shop fronts.

*Figure 6: Issues and Opportunities Map*

# MOE ACP

PLAN 014B - Opportunities and Constraints



# 3.0 Vision

# Vision

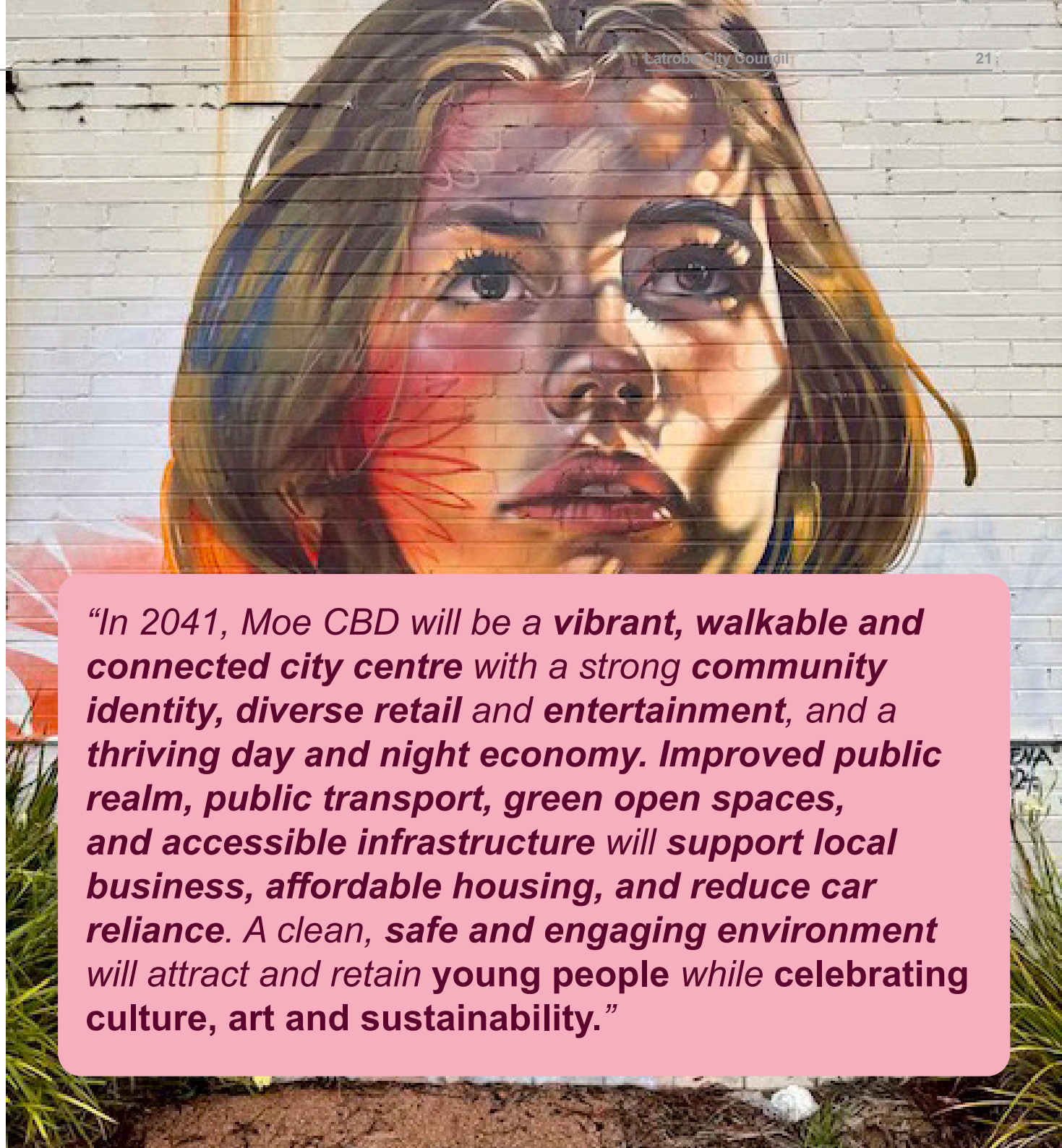
The community of Moe have a strong vision for the future for the ACP. Identified through three Workshops conducted in late 2024.

The Moe community's vision is reinforced by the community vision identified the Latrobe City Council Plan 2025-2029.

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

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

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



*"In 2041, Moe CBD will be a* ***vibrant, walkable and connected city centre*** *with a strong* ***community identity, diverse retail*** *and* ***entertainment****, and a* ***thriving day and night economy. Improved public realm, public transport, green open spaces, and accessible infrastructure*** *will* ***support local business, affordable housing, and reduce car reliance****. A clean,* ***safe and engaging environment*** *will attract and retain* **young people** *while* **celebrating culture, art and sustainability.***"*

# Key Directions

As overarching strategic documents, Urban Design and Built Form Plans contain a range of strategies and objectives, some of which are more important to the broad aspirations of Moe Activity Centre, whilst others are more relevant to specific precincts and locations.

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.

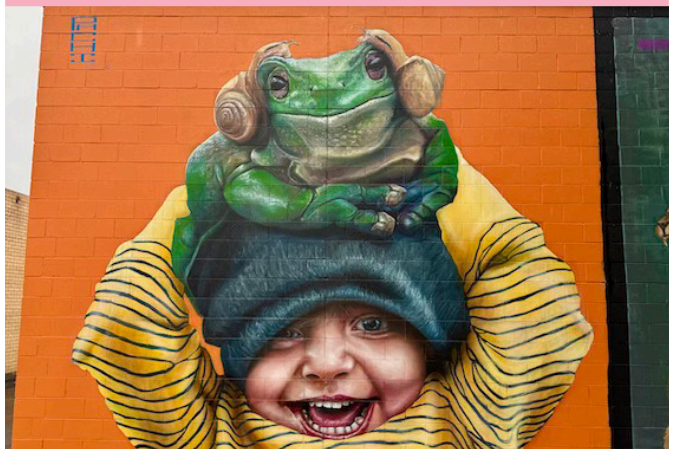
Furthermore there are more specific strategies and objectives relating to individually designated precincts which are addressed separately within the relevant precinct framework plans.

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.

## Direction 1: Strengthen Moe's identity and sense of place.



*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 and 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.

## Direction 2: Create a vibrant, mixed 24-hour economy



*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, the station and bus stops 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 public realm areas suitable for events and festival activities.

## Direction 3: Create connected, green and inclusive public spaces and streets.



*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.
- Create a network of high quality public spaces.
- Incorporate art in public open spaces, public infrastructure, and wayfinding.
- Encourage activation of laneways.

## Direction 4: Support sustainable growth.



*Encourage shop-top housing, promote active and public transport usage, and promote responsible development.*

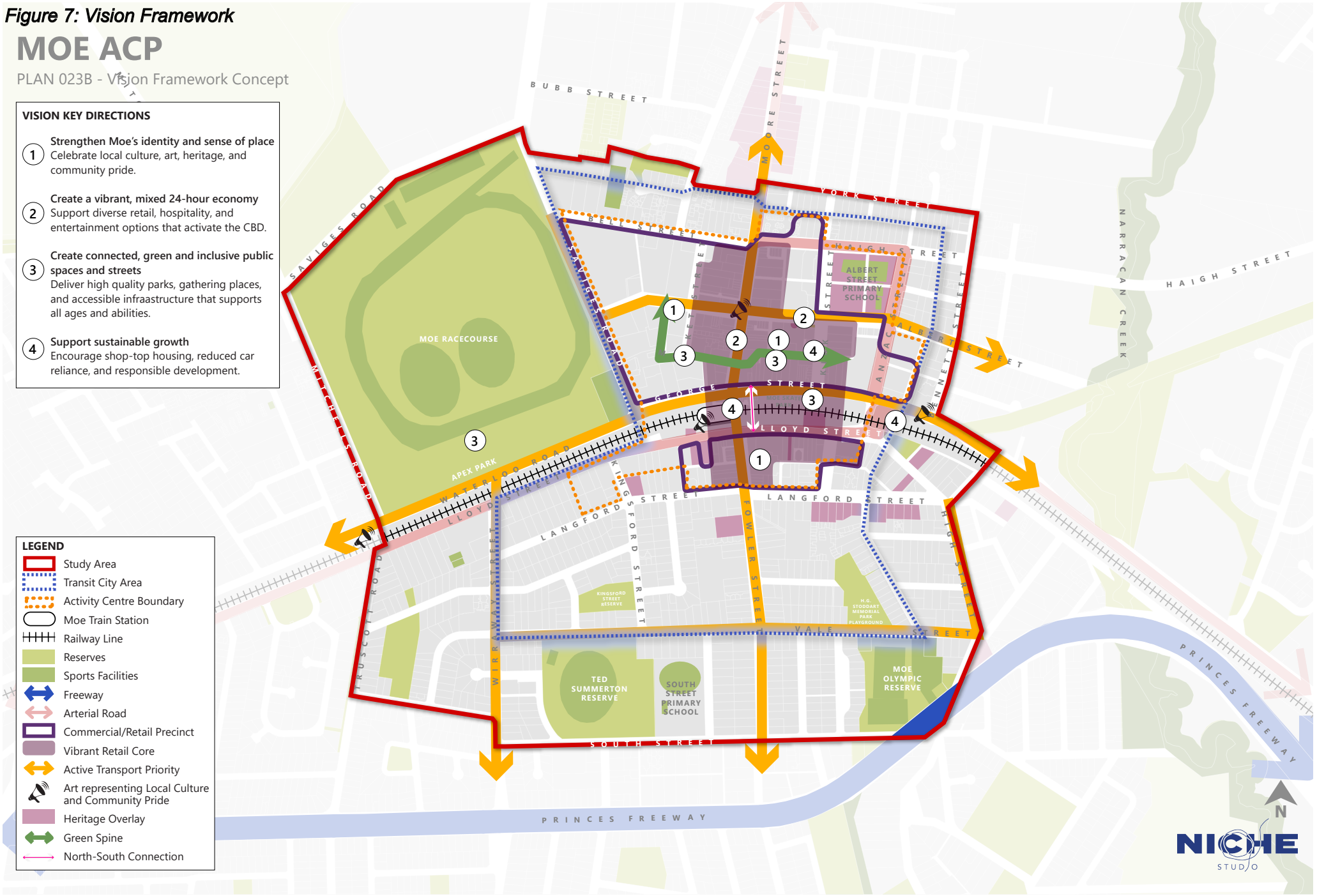
### Key Planning and Design Principles

- Prioritise improved active transport infrastructure throughout the CBD.
- 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 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.

*Figure 7: Vision Framework*

# MOE ACP

PLAN 023B - Vision Framework Concept



# 4.0 Framework

# Objectives and Strategies

The Moe Activity Centre Plan Background Report: Urban Design and Built Form Plan was developed through the broad themes of:

- Land Use and Activity
- Access and Movement
- Landscape and Public Realm
- Built Form

Objectives and strategies per theme, and guidelines were established to achieve the key directions and vision, these are outlined in the following pages.

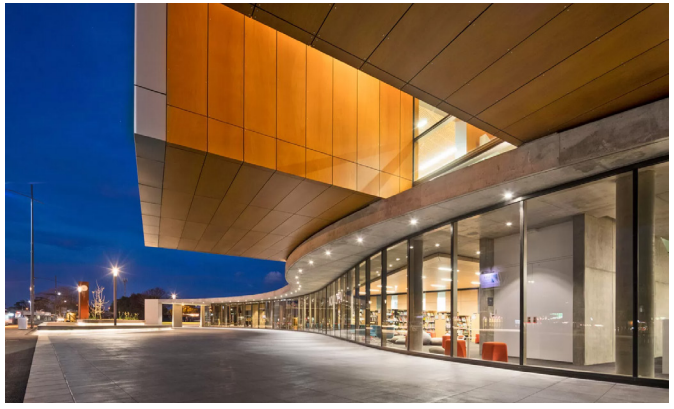
The framework has been developed to consider the commercial precinct of the Moe CBD. Residential development is considered in the *Live Work Latrobe Housing Strategy 2019.*













# Land Use and Activity

**O1: To activate underutilised land and vacant lots.**

S1.1: Facilitate the revitalisation of vacant lots by utilising them for 'tactical urbanism', events or markets until they are developed.

S1.2: Support sites being utilised as 'temporary events opportunity' as identified in Figure 8.

**O2: To develop Moe's identity as a regional tourism destination.**

S2.1: Protect the views to Mt Baw Baw and the Strzelecki Ranges.

S2.2: Strengthen tourism opportunities as the 'Gateway' to Gippsland, using the proximity to Walhalla, Mount Baw Baw and other destinations as levers.

S2.3: Design a 'Moe identity' that reflects its unique character and can be used to market the town.

**O3: To diversify land use and support a vibrant mixed-use town centre.**

S3.1: 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.

S3.2: Support service-based businesses and large format retail along the south side of Lloyd Street.

S3.3: Support a range of office, health and service-based uses on land fronting Langford Street, Linton Avenue and Fowler Street.

S3.4: Support development with a mix of uses with a retail, office and commercial focus along Kirk Street, Haigh Street and Bell Street.

S3.5: Promote upper-level residences in the Activity Centre core.

S3.6: Reduce the Activity Centre area to exclude the residential areas as shown in Figure 8.

**O4: To have a thriving night-time economy.**

S4.1: Support night time activity within the 'key retail spine' with a focus on hospitality.

S4.2: Facilitate a night-time accreditation program.

S4.3: Encourage collaboration between restaurant operators to diversify quality dining experiences any day of the week.

S4.4: 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.

**O5: To reinforce the local identity.**

S5.1: Support the adaptive reuse of heritage buildings like the Moe Magistrates Courthouse.

S5.2: Use initiatives to repurpose vacant shops as artist pop-ups, studios and galleries.

S5.3: Upgrade underutilised sites to public open space over the long term, where appropriate.

**O6: To support local businesses and greater community participation.**

S6.1: Prepare a 'Retail Gap Analysis' to identify priorities for business attraction.

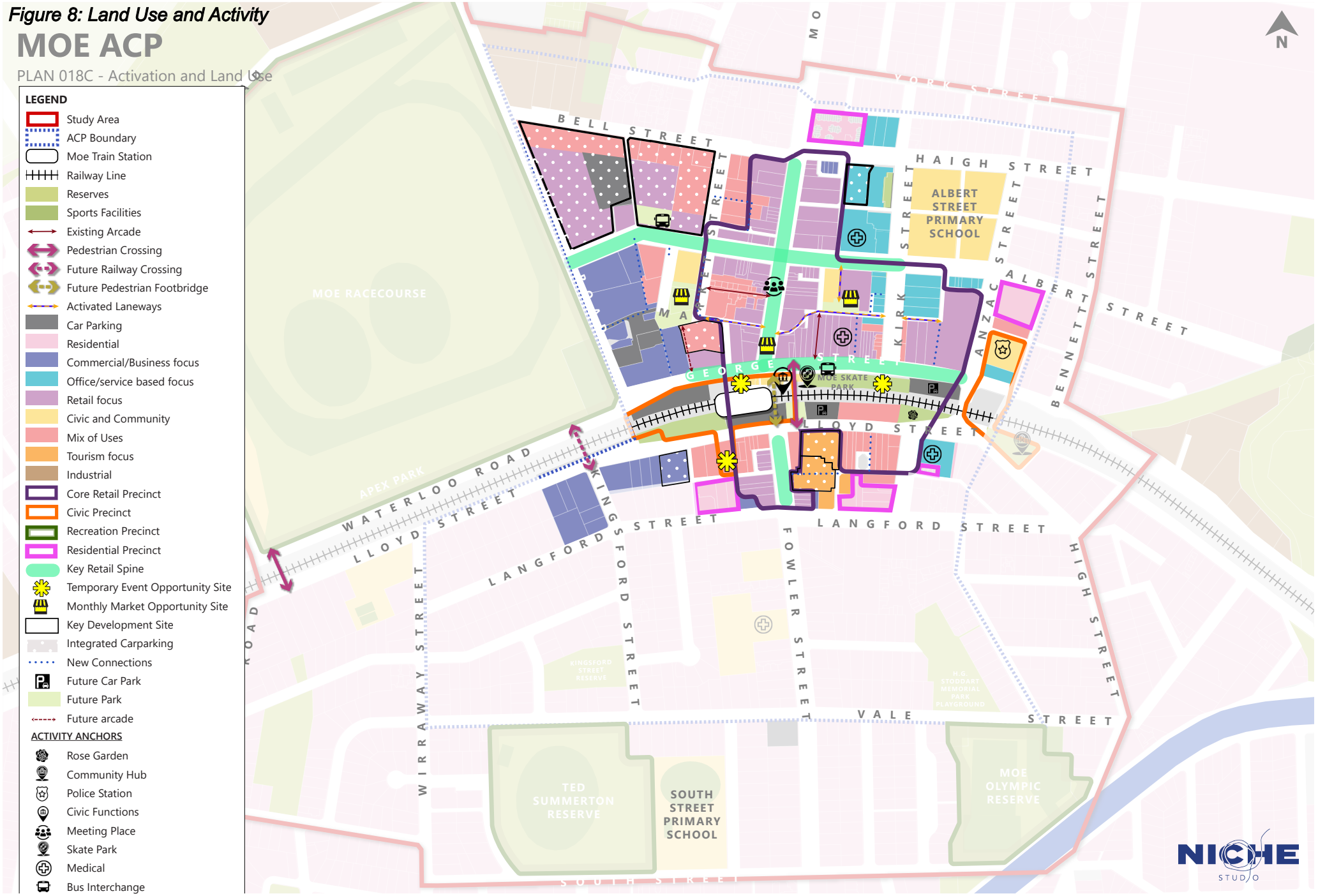
S6.2: Support accommodation for Temporary and Key Workers that is flexible to accommodate other users groups.

S6.3: Encourage local businesses to activate parks and reserves with temporary markets and stalls.

*Figure 8: Land Use and Activity*

# MOE ACP

PLAN 018C - Activation and Land Use



# Access and Movement

**O1: To provide a connected network of safe, comfortable and legible cycling and micromobility routes throughout the Moe Activity Centre.**

S1.1: 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 9, with broader coverage delivered over time as constraints allow.

S1.2: Facilitate the extension of the Moe-Yallourn Rail Trail into the city centre.

S1.3: Provide a shared path network across town connecting into existing networks.

S1.4: Upgrade footpaths and shared paths, particularly along corridors leading to major destinations across town in accordance with the draft Latrobe City Streetscape Guidelines 2025.

S1.5: Upgrade mobility scooter access across the railway line as a priority safety improvement.

S1.6: Strengthen the pedestrian connection between Albert Street Primary and South Street Primary Schools to the Skate park.

**O2: To manage car parking supply and demand to meet the needs of the community.**

S2.1: Minimise new at-grade public carparks.

S2.2: Avoid excessive impermeable surfaces on at-grade car parks, and ensure they contain landscaped attributes in accordance with the Landscape & Public Realm strategies and guidelines.

S2.3: If there is a need for a multi-deck carpark, it should be at the carpark on the corner of George Street and Saviges Road or in the Saviges Road Car Park as per in Figure 9.

S2.4: Ensure on-site car parking has minimal visual impact on the streetscape. Avoid parking between building frontages and the street.

S2.5: Minimise access and egress points from car parks onto the street network.

**O3: To improve walkability across the Moe Activity Centre.**

S3.1: Strengthen pedestrian and visual connections across the rail corridor.

S3.2: Provide improved connections to the Moe Botanic Gardens, Joe Tabuteau Reserve, Latrobe Community Health Centre, Ted Summerton Reserve and the Moe Outdoor Pool.

S3.3: Upgrade wayfinding signage at key town centre entry and exit points for both vehicles and pedestrians.

S3.4: Use wayfinding elements like signage and information boards that highlight trails, laneways, art and ANZAC trails, and key destinations.

S3.5: Support through-block links through key development sites to encourage pedestrian permeability.

S3.6: Upgrade designated laneways for higher amenity pedestrian environments comprising shared road treatments and increased building activation.

S3.7: Resolve access to private laneways.

**O4: To enhance on-street activity and user experience within the Moe Activity Centre.**

S4.1: Provide improved pedestrian safety on streets within the ‘key retail spine’ that will accommodate higher levels of foot traffic.

S4.2: Support the upgrade of Moore Street Shared Zone through pavement treatments, beautification works, and safety improvements with public lighting.

S4.3: Reduce speeds throughout the CBD which includes a ‘slow zone’ to prioritise safe pedestrian activity, as per Figure 9.

S4.4: Upgrade roundabouts to prioritise pedestrian movements as per Figure 9.

S4.5: Improve pedestrian pathways in car parks by providing clear pathways, improving lighting and providing canopy cover.

S4.6: Locate vehicle access and loading areas separate from pedestrian access, preferably located at the side and rear of development, and screened from view.

S4.7: Create pedestrian connections through blocks longer than 100m.

S4.8: Ensure that future transport and streetscape improvements align with the Safe System approach.

**O5: To encourage use of active and public transport modes across Moe CBD.**

**S5.1:** Provide additional bicycle ‘stations’ comprising secure parking, repair and maintenance tools, and information about networks and routes within Moe-Newborough and the broader region.

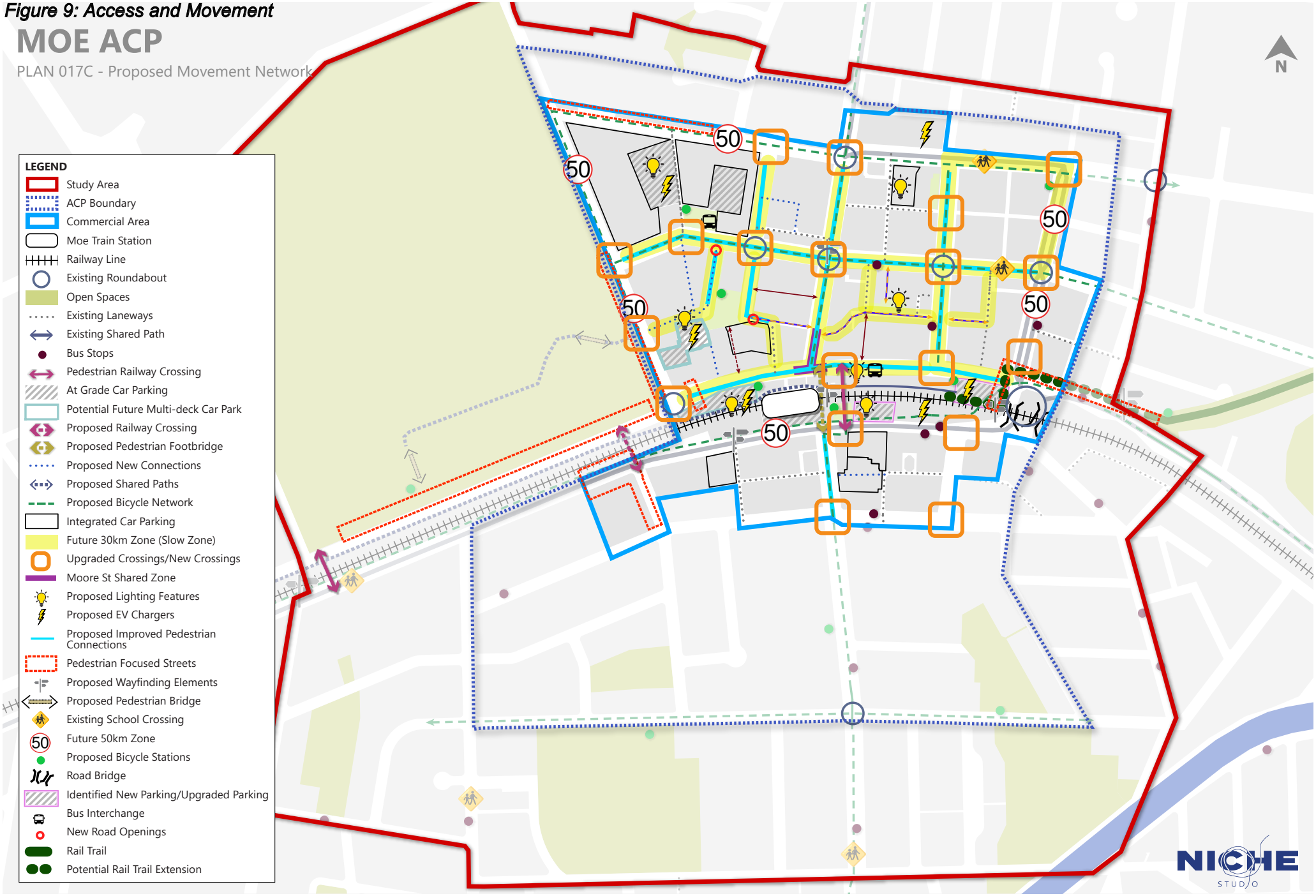
S5.2: Advocate for improved bus services across the CBD during more hours of the day.

S5.3: Provide appropriate passenger infrastructure at existing public transport stops and interchanges such as shelter, seating, travel information and lighting.

*Figure 9: Access and Movement*

# MOE ACP

PLAN 017C - Proposed Movement Network



# Landscape and Public Realm

**O1: To foster greater connection between the community and the Moe CBD.**

S1.1: Strengthen the distribution, quality, diversity and accessibility of public open spaces.

S1.2: Support the development of a range of unique parks, plazas and pocket parks as per Figure 10.

S1.3: 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 10.

S1.4: 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.

S1.5: Advocate for greater maintenance along the railway track.

S1.6: Celebrate the Outdoor Cartoon Gallery along Moore Street.

**O2: To increase urban greening, canopy cover and ecological resilience.**

S2.1: Create a boulevard typology along Fowler Street and Albert Street through a landscaped central median and consistent canopy tree plantings.

S2.2: Ensure infrastructure and services are located underground – avoiding interference with public realm and existing/ future canopy trees.

S2.3: Use Water Sensitive Urban Design (WSUD) principles in the design of future streetscapes, medians and open spaces.

S2.4: Require a minimum 30% tree canopy cover over hardscape surfaces.

S2.5: Provide greater canopy cover along Saviges Road, Lloyd Street and Bell Street.

**O3: To create a cohesive and legible public realm identity across the town.**

S5.1: 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.

S3.1: Create a sense of arrival into the Moe Activity Centre through art, feature signage and wayfinding features.

S3.8: Create a defined town centre entrance from the south.

S3.2: Ensure footpaths are DDA compliant.

**O4: To provide attractive, inclusive and functional public spaces for all user groups.**

S4.1: Support the provision of awnings across pedestrian paths within the Commercial & Retail Heart Precinct.

S4.2: Support the provision of landscaped ‘pause points’ comprising landscaping and furniture along the ‘pedestrian focussed’ network as shown in Figure 13.

S4.3: Deliver a consistent landscape and public realm palette throughout the key retail spine and streets with pedestrian focus.

S4.4: 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.

S4.5: Upgrade lighting across the Moe CBD.

S4.6: Upgrade infrastructure consistent with the draft Latrobe Streetscape Strategy 2025.

S4.7: Provide fruiting trees within the Activity Centre as shown in Figure 10.

S4.8: 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).

**O5: To integrate cultural, historical, and environmental narratives into the landscape.**

S5.2: Support the provision for public art works in streetscapes, places and laneways.

S5.3: Recognise the history of Moe Activity Centre through photographic signage and public art that references existing and lost heritage fabric and stories.

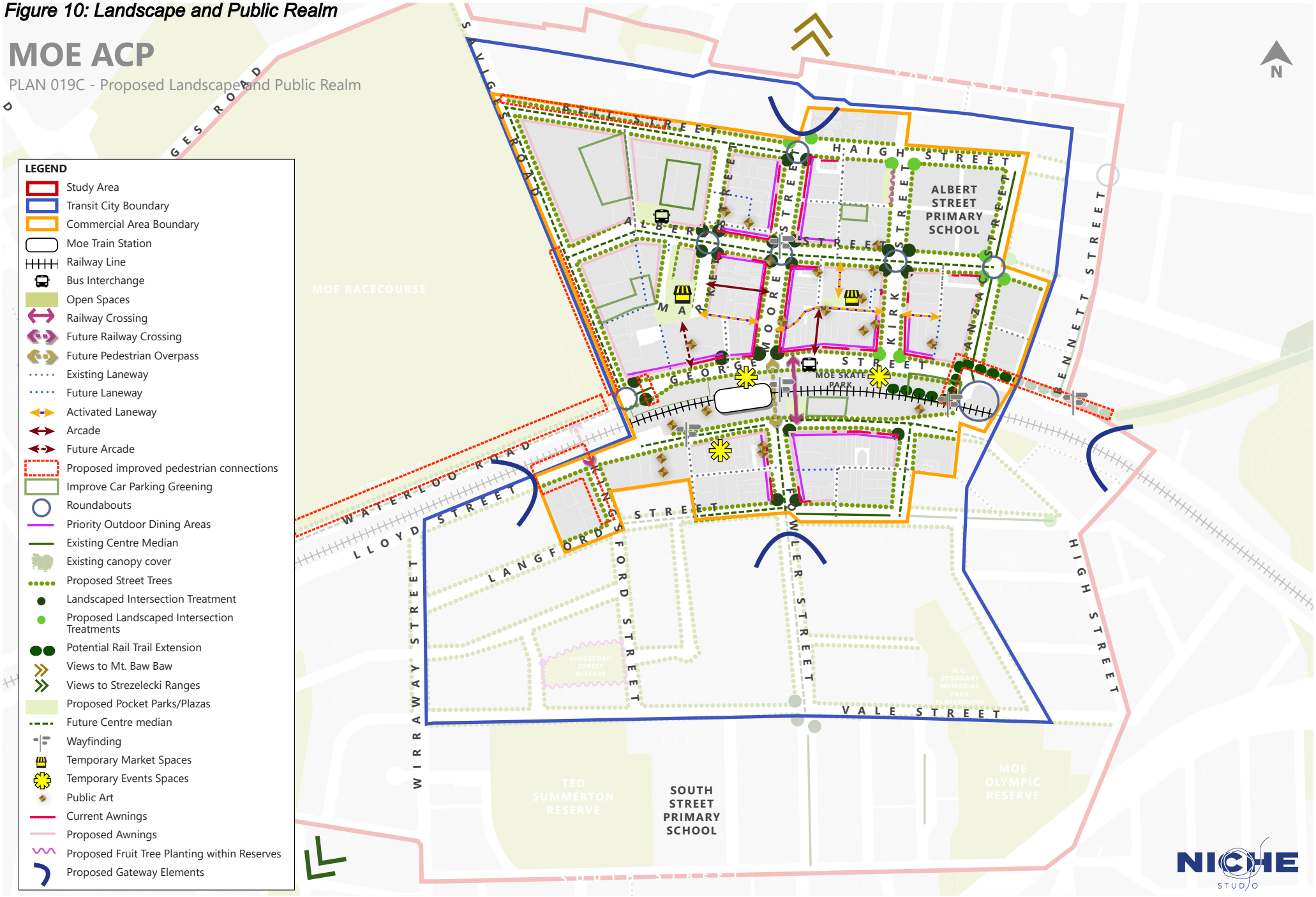
S5.4: Ensure collaboration with Traditional Owners and their knowledge of country to better plan for our public realm and increase storytelling throughout the public realm.

S5.5: Protect view corridors to local landmarks like the Strzelecki Ranges and Mt Baw Baw.

*Figure 10: Landscape and Public Realm*

# MOE ACP

PLAN 019C - Proposed Landscape and Public Realm



# Key Public Realm Areas

A series of key initiatives have been identified for areas in the Activity Centre public realm. These are areas where the plan recommends that funding is sought to implement upgrades and improvements to the public realm over the lifetime of the plan.

These areas have been identified as having a strong influence on the public perception of the town centre.

## Moore Street

Moore Street forms the key pedestrian spine, and has therefore been identified as the priority street for streetscape improvements.

## Hasthorpe Place

Hasthorpe Place forms a key east-west connection for pedestrians between Kmart/Coles and Woolworths as such there is a long-term opportunity to provide a pocket park here.

## Station Precinct Plaza

The establishment of the plaza is a crucially important element of the future Moe Activity Centre from an access and movement perspective, which will form a vital component of this precinct for the Activity Centre. As such, the approved Moe Rail Revitalisation Plan should be implemented in the short term.

## Clifton Street Car park

The Clifton Street Car Park provides an opportunity to connect the pocket park to the Bus Interchange on Albert Street in the long-term.



# Moore Street Concept

The redesign of the Moore Street Shared Zone, presents opportunities to create a stronger, clearer connection between the CBD and the Station as highlighted by the *Moe Rail Revitalisation Plan*.

This project presents the requirement and opportunity to establish such a 'centre' for Moe, based around a new pedestrian plaza and surrounding community-based facilities.
This new focal point should achieve the following:

- Legibility and accessibility, including entrances and sense of arrival;
- Safety and security;
- Frontages – interaction between buildings and the public realm; and
- Celebrating the railway, and intersection point.

The Moore Street Concept demonstrates:

- A shared zone;
- Reoriented car parking to Parallel (not shown in image due to market and trees);
- Introduced landscaping treatments, and lighting;
- Allow the street to be closed off for special events;
- Introduced changes to the roadway paving to delineate town centre area and connect to the library and the railway station;
- Promoted connections to Hasthorpe Place and Purvis Lane;
- Promoted the development of outdoor dining within this precinct;
- Commissioned public art for key locations; and
- Provided clusters of seating, bins, and other street furniture in outstand areas.

*Figure 11: Moore Street Concept*



*Note: This is a concept only. Detail and eventual look may differ when it is delivered.*
*This concept was prepared as a part of Stage 3: Moe Rail Revitalisation Plan. Other Key Public Realm concepts have not been prepared as a part of this project due to the long-term nature of the project.*

# Built Form

**O1: To enhance the visual quality of the built environment.**

S1.1: 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.

S1.2: 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.

S1.3: Support street-oriented development that is built to the street frontage and contributes to the activation of the street frontages.

S1.4: Support pedestrian-scaled 2 storey street walls/podium and setback upper levels except where identified in Figure 12

S1.5: Ensure future development contributes to passive surveillance of the public realm, publicly accessible car parks and pedestrian priority laneways.

S1.6: Provide a continuous awning treatment or other shade/weather protection devices as identified in Figure 12'.

S1.7: 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.

S1.8: Discourage large blank facades, including blank walls of big box stores and other opaque obstructions.

S1.9: Ensure corner developments are designed in the round and 'turns the corner' to address all street frontages.

S1.10: Minimise crossovers to ensure pedestrian prioritisation.

S1.11: Prepare a Masterplan for the Coles and Kmart sites to ensure a cohesive built form outcome.

**O2: To respect and integrate the surrounding context and neighbourhood character in new developments.**

S2.1: Support a development scale to reinforce the mid-rise village character of Moe as shown in Figure 12.

S2.2: 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.

S2.3: Support retention of a front garden along residential streetscapes.

S2.4: Minimise the visual impact of car parks, loading bays and service accesses from the public realm.

**O3: To revitalise underutilised spaces and structures.**

S3.1: Encourage reusing car parking lots for public benefit in the long term where identified in Figure 12.

S3.2: Support shop-top housing.

**O4: To celebrate heritage buildings and landmarks.**

S5.1: Support street-based development that complements the village quality and existing heritage fabric.

S4.1: Support development opportunities of heritage sites while retaining existing heritage buildings and frontages.

S4.2: Protect heritage building facades, key features, and landmarks throughout Moe Activity Centre area.

S4.3: Encourage corner buildings to respect local built-form character.

**O5: To maximise the potential of commercial land on either side of the railway line in the CBD.**

S5.2: Ensure future redevelopment of key development sites do not appear as a continuous wall.

S5.3: Ensure new development avoids the presentation of overly stepped, or 'wedding-cake' profile.

S5.4: Ensure car parking and servicing are located to the rear, or visually concealed along its street frontage.

S5.5: Support the prioritisation of highly active interfaces fronting the 'key retail spine'.

S5.6: Encourage shared pedestrian and vehicle access on selected key laneways, framed by secondary frontages or smaller shops.

S5.7: Re-development of key development sites should include integrated car parking that is concealed from streetscapes.

S5.8: Encourage higher density development on Lloyd Street.

S5.9: Support floors height of 4m.

S5.10: Support development with the preferred maximum building height as specified in Figure 12.

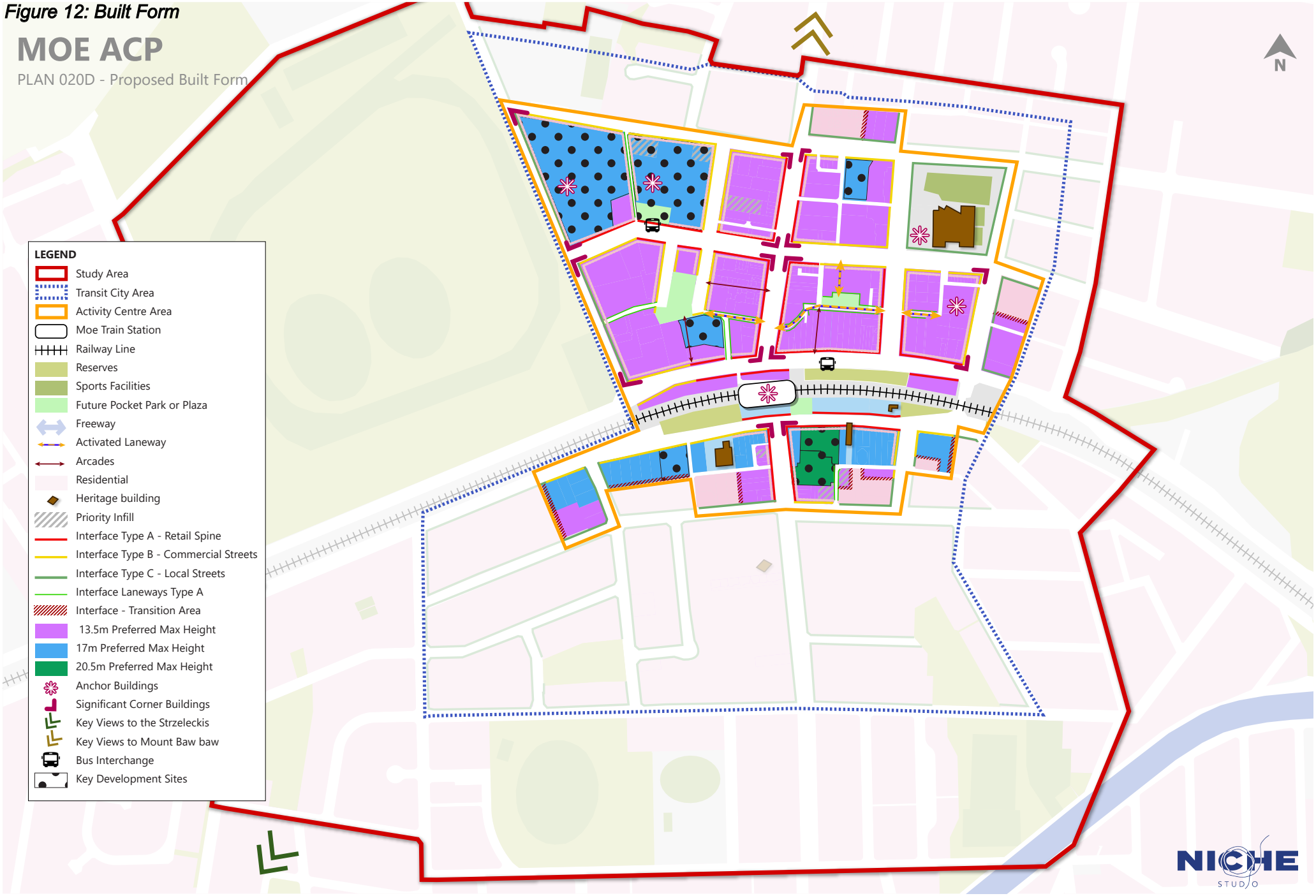
S5.11: Require an active frontage where specified. This includes:

- 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*

# MOE ACP

PLAN 020D - Proposed Built Form



# 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.

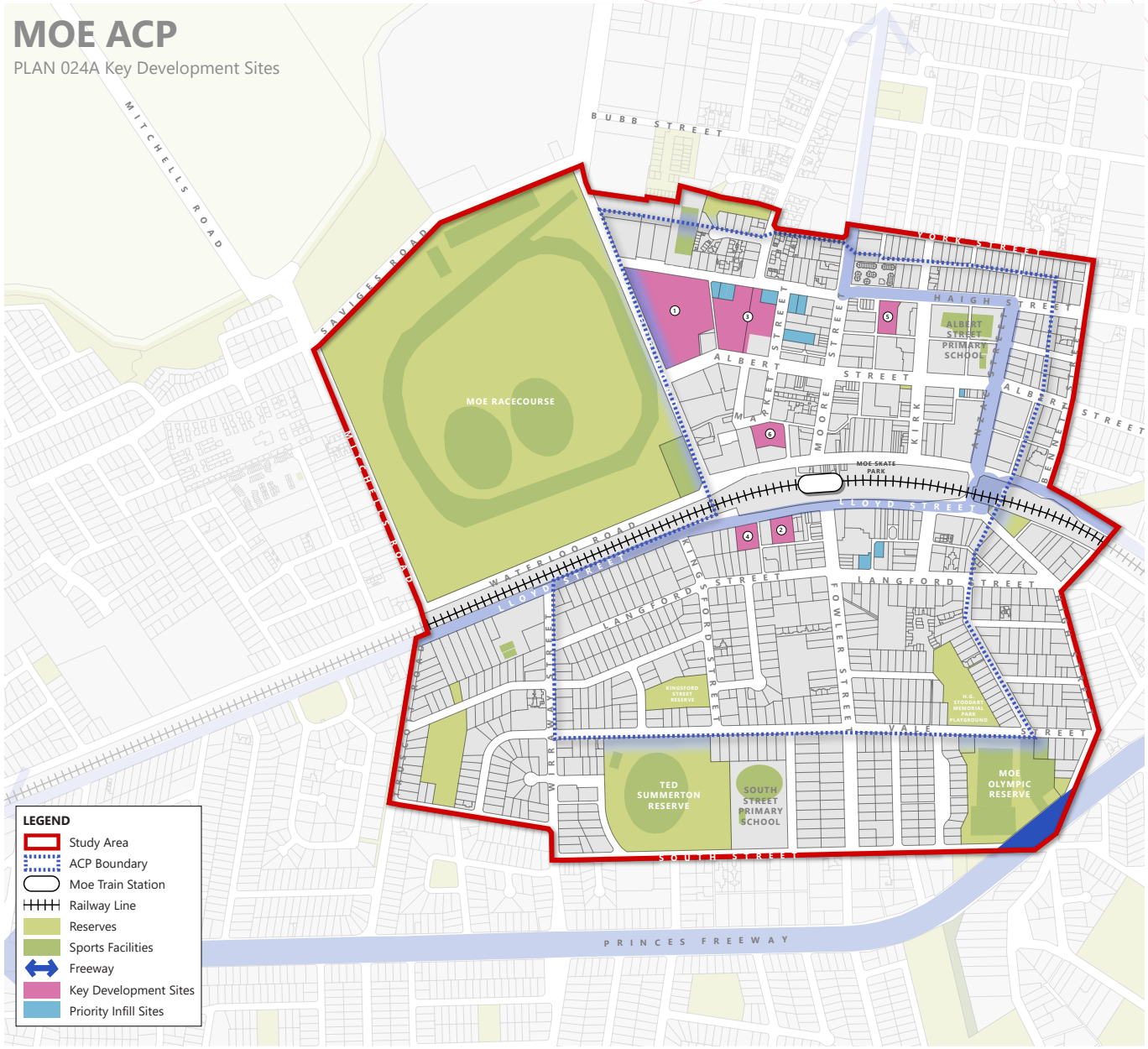
Factors that have contributed to identifying these lots include:

- 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 13: Key Development Sites*



# **5.0** Design 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;
- 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.

## Access and Movement

### Universal Access

GG33: Locate main entrances to buildings on the primary street address and make clearly visible from public footpaths in the street.

GG34: 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.

GG35: Avoid the use of platform lifts.

### Through-block links

GG36: Retain and enhance existing public and semipublic links and ensure they are not lost to redevelopment.

GG37: 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.

GG38: Provide a minimum width of 5 metres for links required to accommodate vehicle access.

GG39: 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.

GG40: 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.

GG41: 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

GG42: 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.

GG43: Use side streets and internal laneways, both existing and proposed, to provide more efficient, consolidated accessing adjoining development sites.

GG44: Private vehicle across an adjoining public space will not be permitted.

GG45: Locate and design driveways and crossovers to prevent loss of, or impacts on the health of, trees within the public domain.

### Car Parking Integration

GG46: 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.

GG47: 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

GG48: The design of car parking structures should enable future repurposing (e.g. for commercial or residential use).

GG49: 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

GG50: Provide access for service and emergency vehicles via public streets and laneways.

GG51: Locate loading areas within the title boundary of the site development and to minimise impacts on public streets and spaces.

GG52: Conceal waste storage areas within the title boundary of the site development.

### End of Trip Facilities

GG53: 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

GG54: Development should avoid overshadowing of key pedestrian routes and public open spaces.

GG55: Incorporate canopy trees and other soft landscaping within setback areas where possible.

### Semi-public space

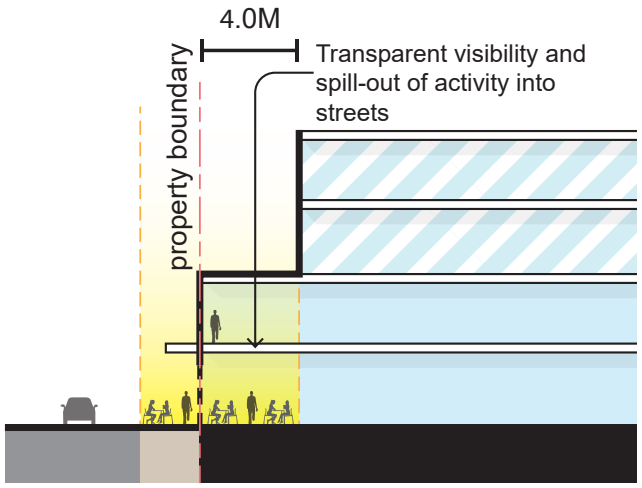
GG56: Encourage integration of semi-public areas on the street edge at ground-level, subject to the suitability of location, use/s development density and available site frontage.

GG57: 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)

# Interface Guidelines

## Type A - Retail Spine



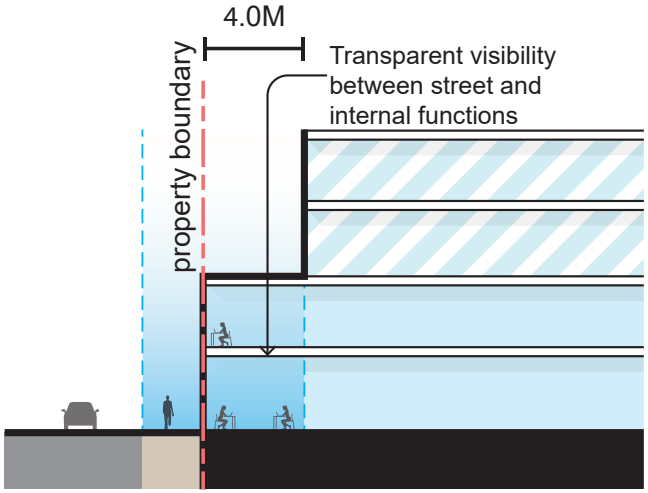

### Application

- 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



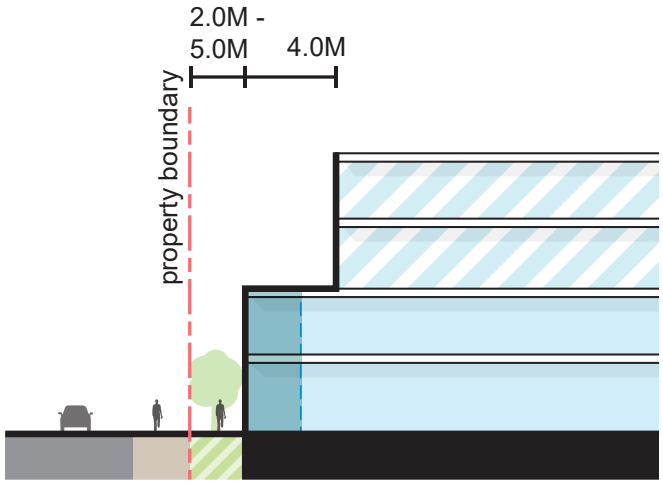

### Application

- 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



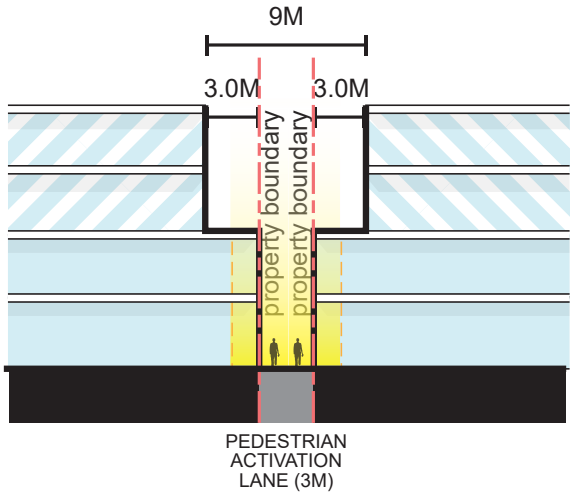

### Application

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

### Interface Response

- 2 storey (8m) street wall
- Maximum of 5m ground level setback
- 5m 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



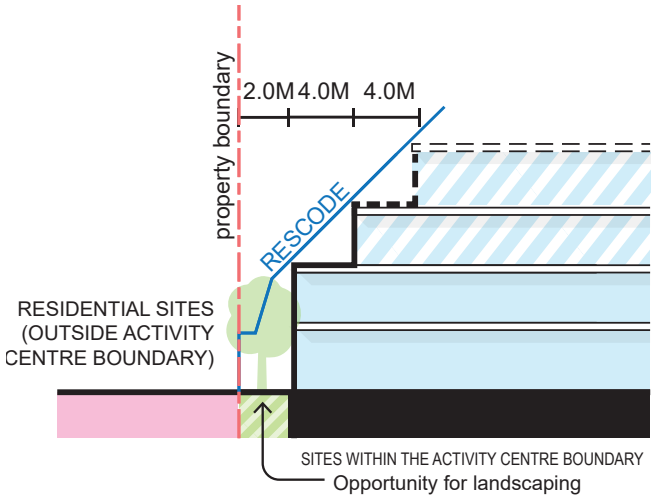

## Application

- Existing laneways where there is ambition for shared pedestrian and vehicle movement.
- Laneways creation opportunities where there is ambition 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 (RGZ/GRZ) 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.

# Streetscapes

Each street will cater for different functions such as cycle lanes, outdoor dining, bus lanes and bus shelters. Some streets, such as Anzac Street and Haigh Street are designated as freight routes; while Moore Street has a designated Shared Zone. As such, each street will look different based on its designated function.

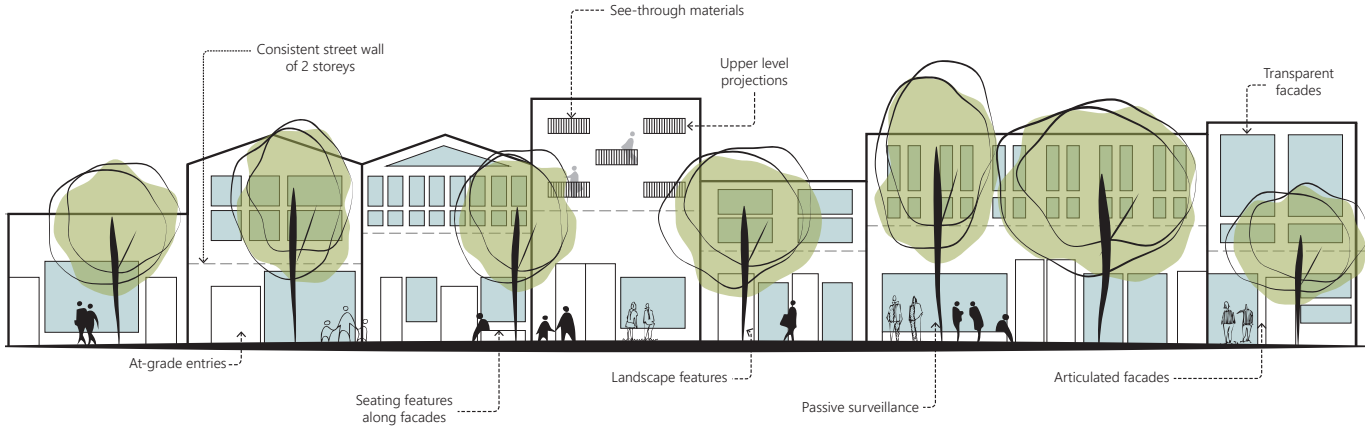
Five cross sections have been developed to demonstrate how these may interact together and how the built form will interact with the street. However, these are not prescriptive and only provide an indication of what the street may look like. The Streetscape cross sections include:

- If a street has outdoor dining, buses and cycling; or
- If the street has cycling and buses but no outdoor dining; or
- If it is a shared zone; or
- If it is a retail street without outdoor dining; or
- If it is a laneway.

These cross sections assume a 30m width of the road reserve, however, the following streets have a 20m road reserve.

- Bell Street;
- Saviges Road;
- Langford Street (east of Fowler Street);
- Kingsford Street;
- Lloyd Street and George Street with railway reserve;
- Market Street;
- Clifton Street; and
- Waterloo Road.

*Figure 14: Indicative Built Form*



## Potential Moore Street Shared Zone

The Moore Street Shared Zone is currently only identified for the section between George Street and Purvis Lane. However, there is opportunity to extend this along Moore Street to Haigh Street.

The Moore Street Shared Zone may have the following attributes:

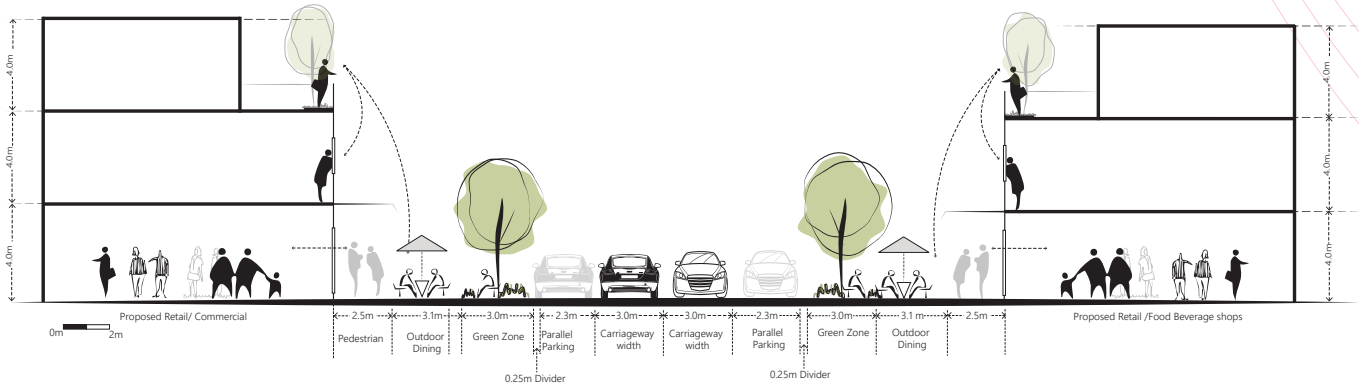
- Dedicated outdoor dining areas that include pedestrian walkways;
- Adjoining 'landscape zones' as an extension of pedestrian walkways, providing understorey vegetation and additional street trees, seeking to 'soften' these commercial streets;
- Parallel parking and carriageways;
- Raised carriageway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

## Freight Routes

Anzac Street and Haigh Street are identified as the main freight route to the industrial area in the north of Moe. These streets are 30m wide and currently comprise wide carriageways, wide centre medians and parallel parking. While Anzac Street is a designated Freight Route but also has high activity areas around Woolworths and Albert Street Primary School, and is the main point for exiting the CBD to the east and south, all of which needs to be considered.

Lloyd Street is also identified as a freight route, it differs though as it has a 20m carriageway.

*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; and
- Parallel parking and carriageways.

The bike lane will likely vary for George Street and Lloyd Street as these are 20m wide streets and have adjoining railway land which means that shared pathways could operate instead of an on-road cycle lane. They also have less space for a central median.

*Figure 16: Indicative Retail Spine*

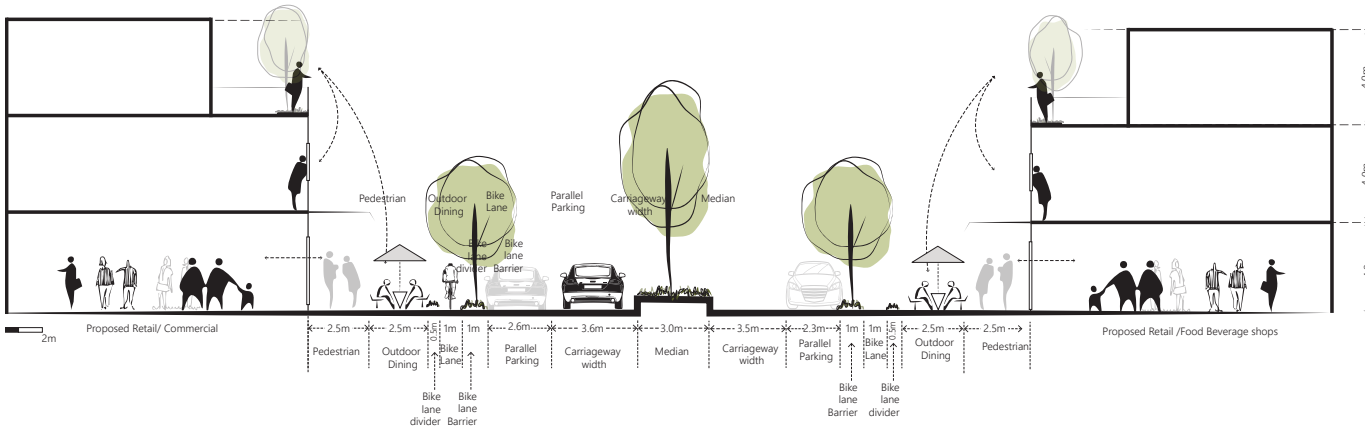
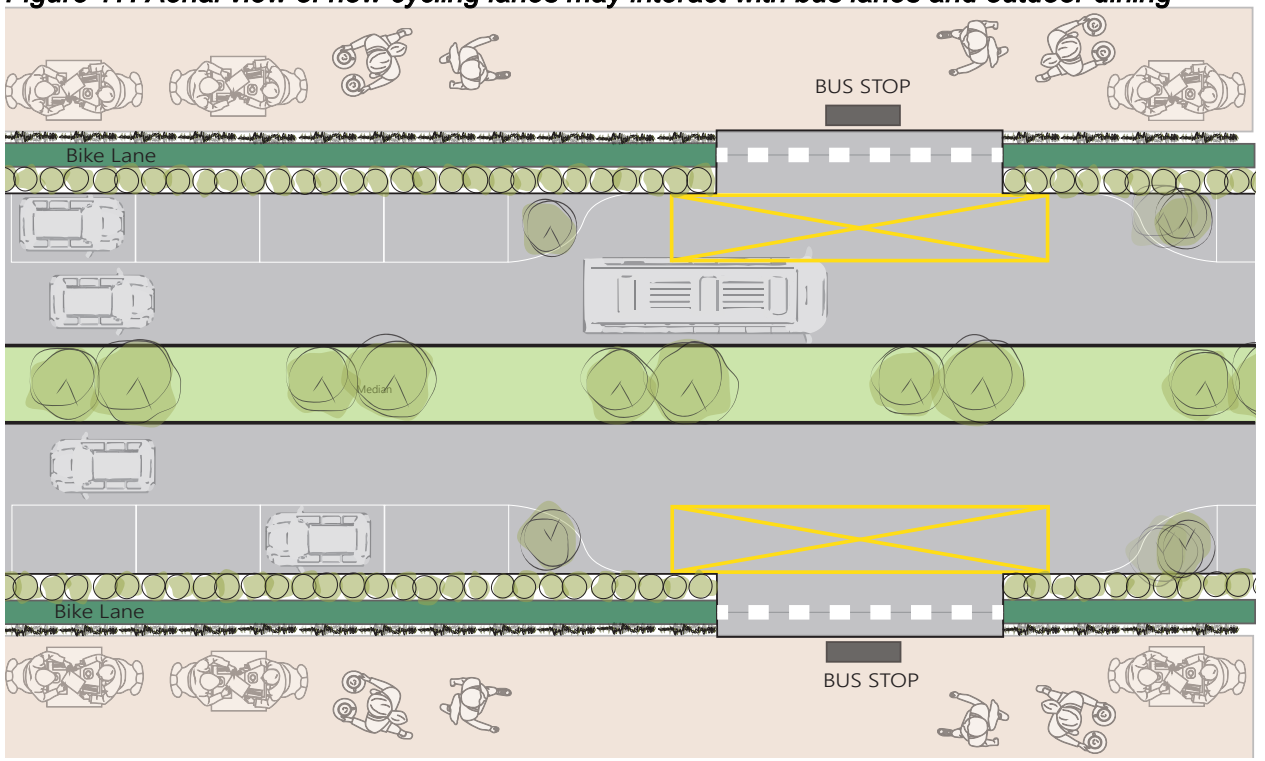



*Figure 17: Aerial view of how cycling lanes may interact with bus lanes and outdoor dining*



## 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 is considered to be an outlier as a Commercial Street because it serves as a secondary freight route, often has loading bays coming off it and is a narrower road reserve.

## 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; and
- Landscaped Zones with tree outstands.

*Figure 18: Indicative Commercial Streets*

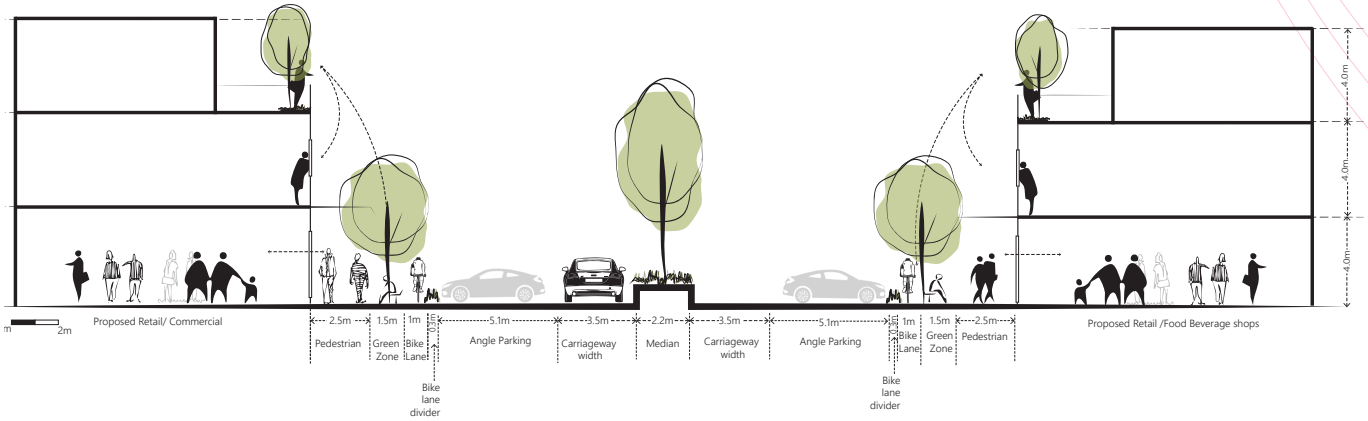
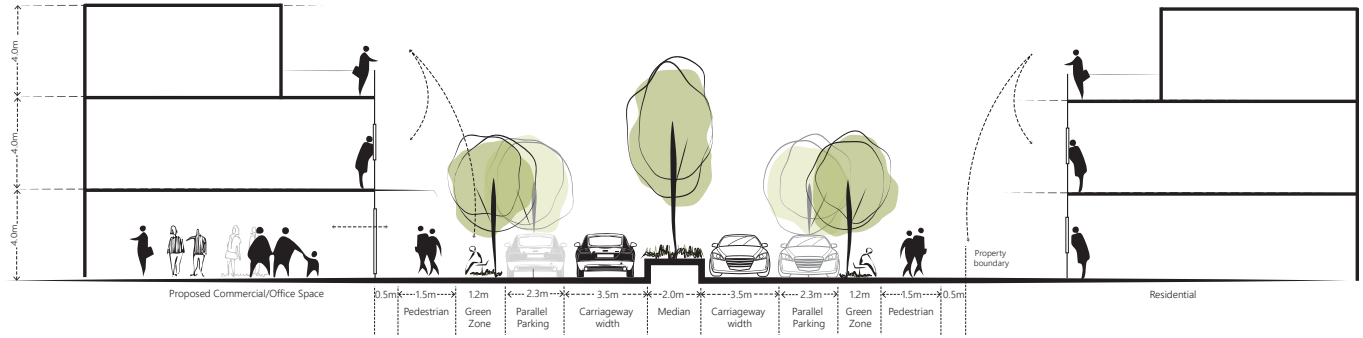



*Figure 19: Indicative Local Streets*



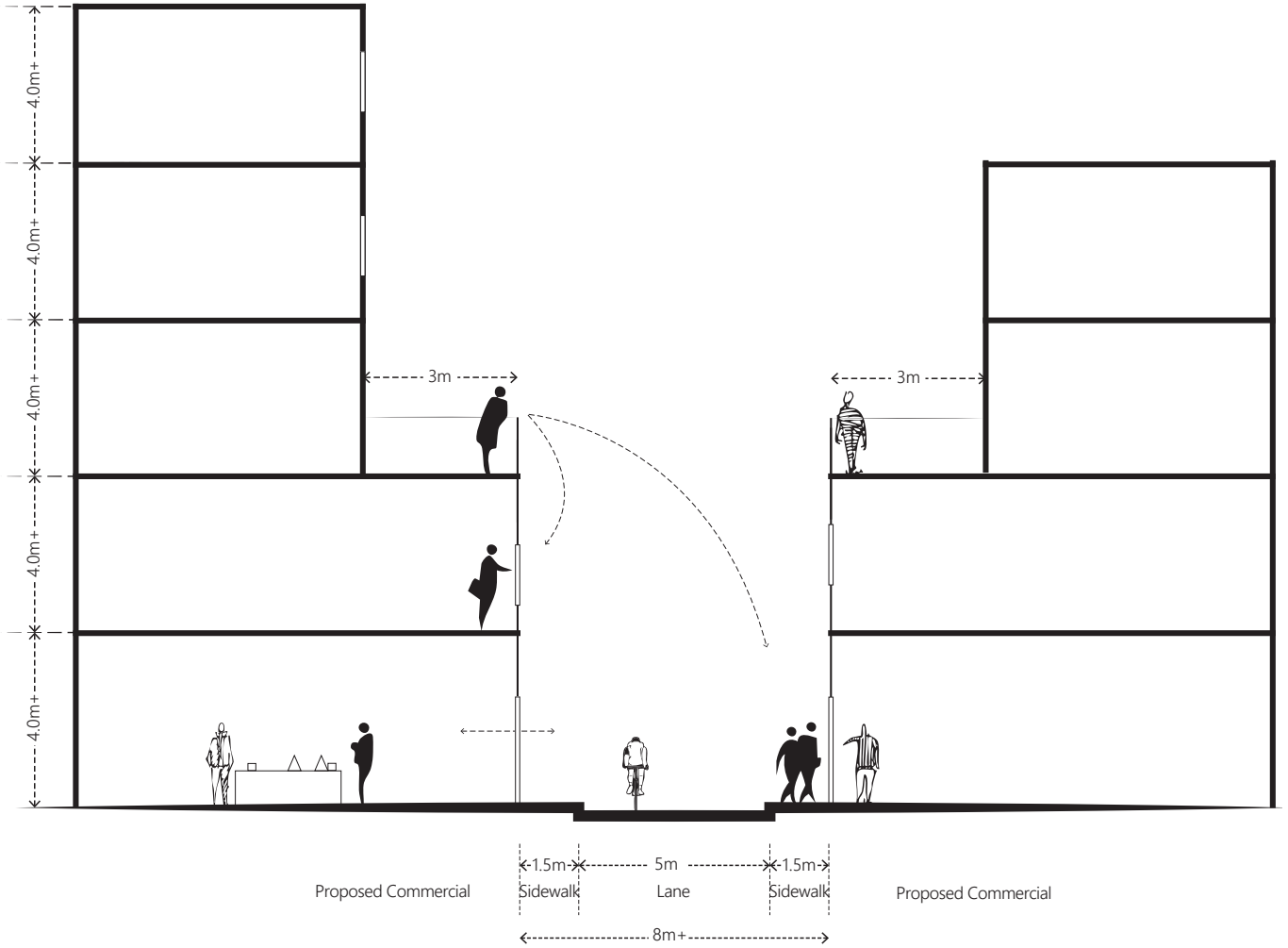
## Potential Pedestrian Activated Laneways

Pedestrian activated laneways - applies to pedestrian priority lanes. These lanes include Purvis Lane and Hasthorpe Place. These streets are typically 5 - 6m wide and currently comprise wide 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;
- Pavement treatments.

*Figure 20: Indicative Pedestrian Activated Laneways*



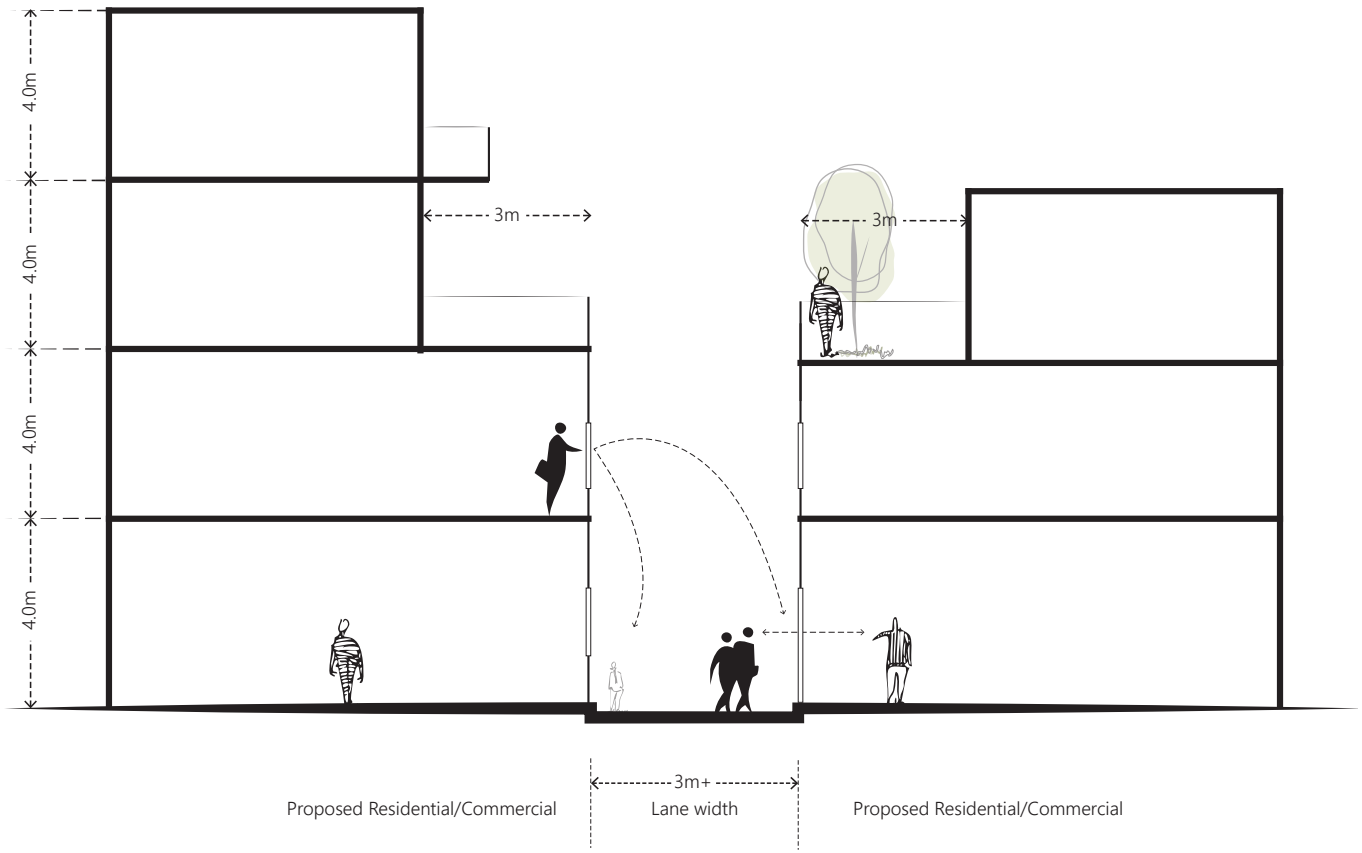
## Potential Service Laneways

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 Laneways Class B, 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 will likely have the following attributes:

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

*Figure 21: Indicative Service Laneways*



# Precinct Guidelines

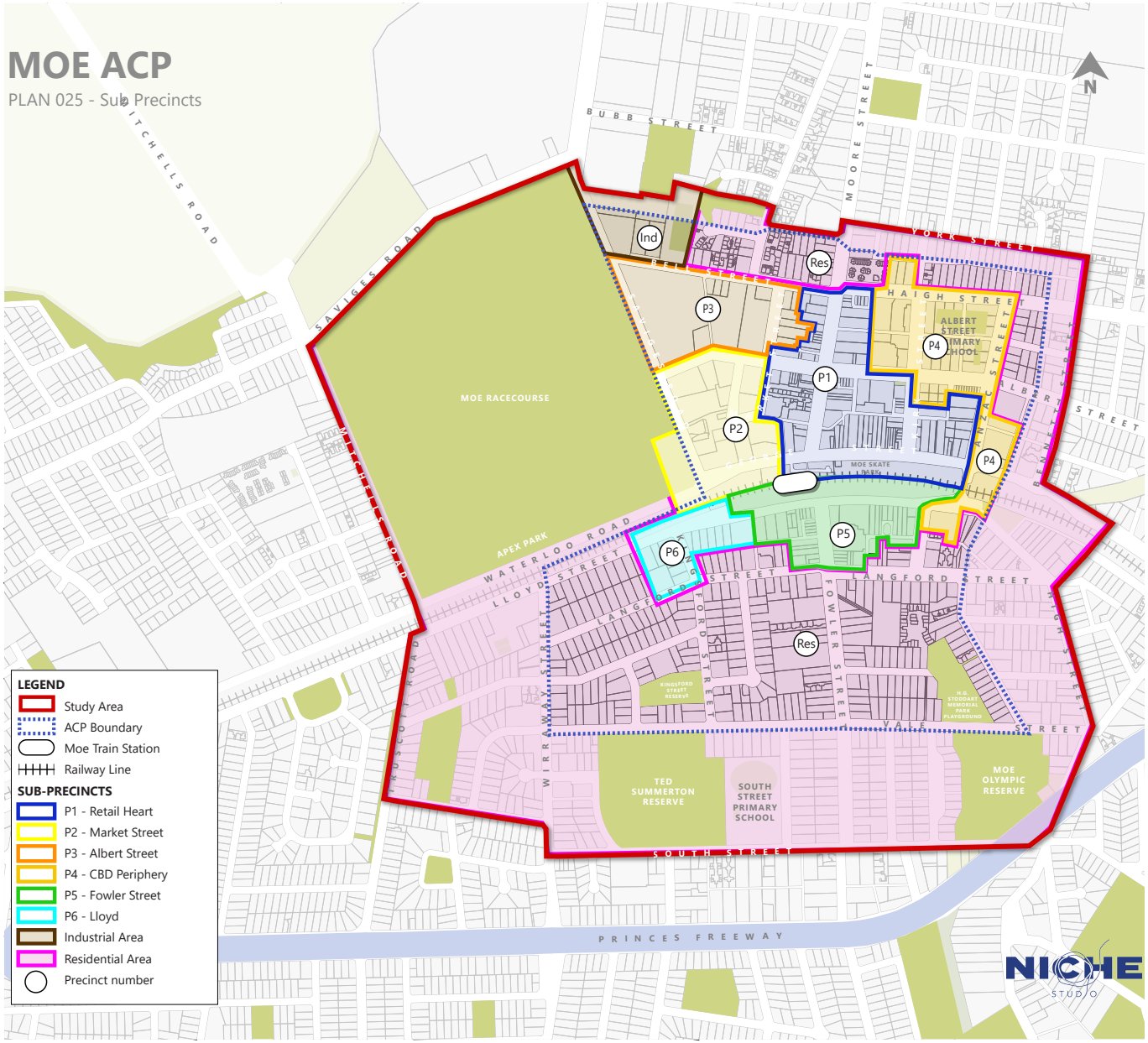
The following sections of this report seek to provide general guidelines and precinct specific guidelines - as well as precinct ambitions.
The precincts identified are illustrated on Figure 22 as follows:

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.

*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 everyday 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.
- All development should have a maximum 2 storey street wall and then be set back 4m.
- 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.

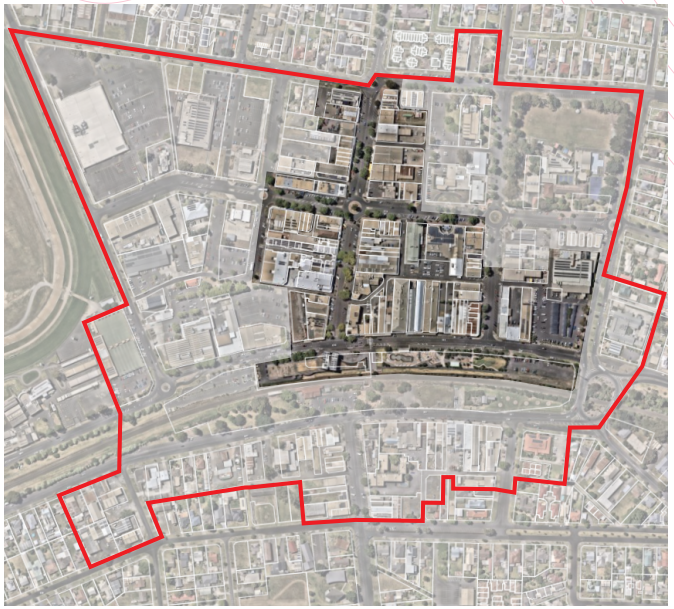
## Access and Movement

- Ensure servicing and car parking access to 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 ensuring 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 stop.
- A maximum of 5m 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.

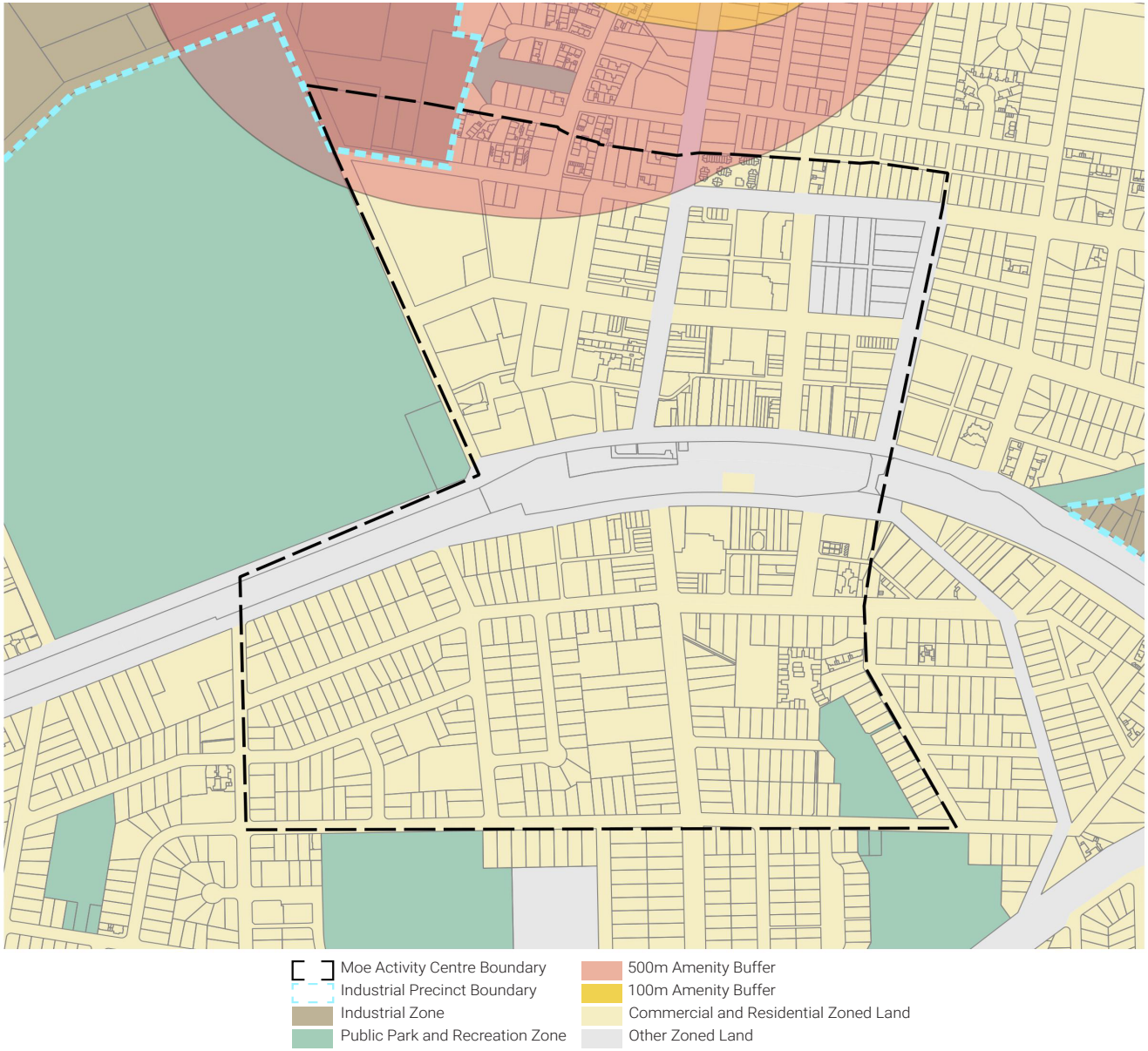
In particular, from 8 Tabuteau Road, Moe 3825 which is used as a vehicle recycling or disposal centre and has a 500m threshold distance under Clause 53.10. The use is approximately 450m away from properties on the southside of Bell Street.

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.

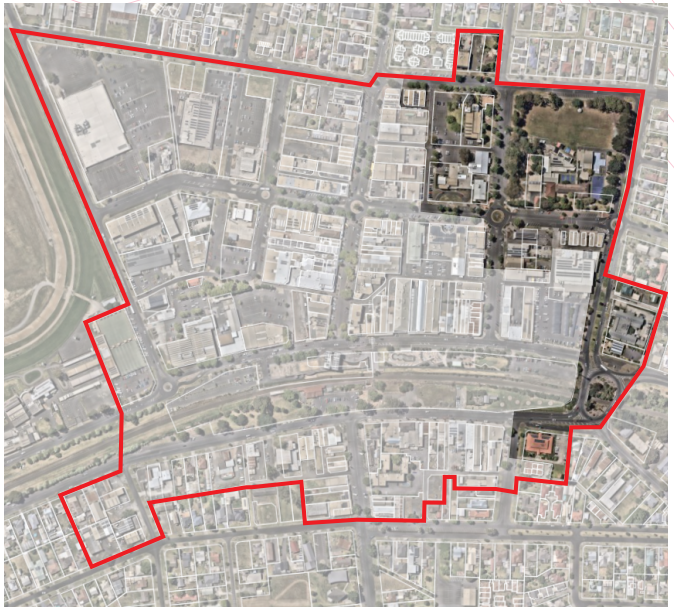
## Streetscapes and Façades

- 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 the 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 3m must be supplied.
- 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.

*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 5m.
- Where development abuts residential or sensitive uses, a landscaped setback of 2m must be supplied.

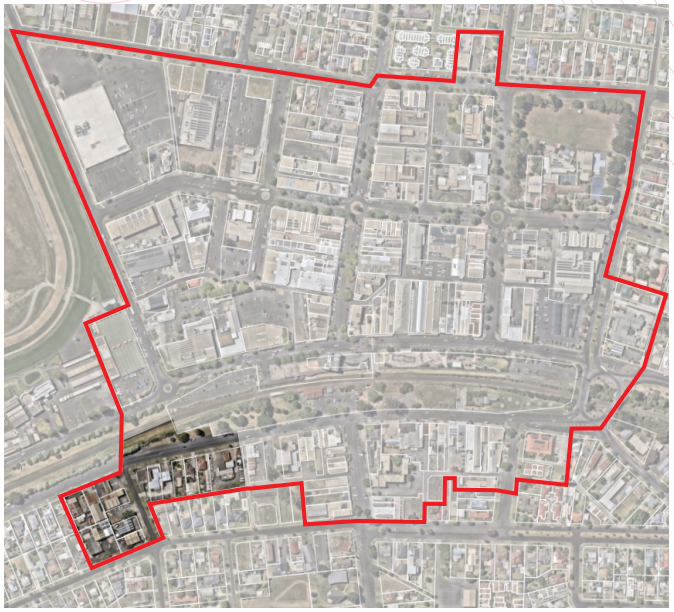
## Streetscapes and Façades

- 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*



# 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 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 DDO.

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 brief implementation option analysis indicating that the ACZ is the most appropriate tool to implement the urban design and built form recommendations of this report, it is further highlighted that the Department of Transport and Planning (DTP) is currently undertaking a review of the application and operation of the Activity Centre Zone (ACZ). This work is currently ongoing, meaning its findings and recommendations are, at this point in time, unknown.

In appreciating the lengthy timeframes to formally implement modifications to the planning scheme framework, this conclusion of the ACZ review may impact and influence the implementation of the current work of the ACZ as the preferred statutory implementation mechanism.

# Actions

| *Strategy* | *Action* | *Responsibility* | *Timeframe* | *Budget* |
|---|---|---|---|---|
| 0.1 | Run a Planning Scheme Amendment to implement the built form controls | Strategic Planning | Short-term | |
| Land Use and Activity | | | | |
| 1.1 | Collaborate with landowners to revitalise vacant lots. | Business Development | Short-term | |
| 1.2 | 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 | |
| 3.1 | Undertake a retail gap study to:<br>• Identify what retail businesses are needed to provide for a diverse mix of business<br>• Identify what businesses will likely have a suitable catchment to prosper in Moe-Newborough; and<br>• Identify business attraction priorities. | Business Development | Short-term | |
| 4.2 | Create a night-time accreditation program to encourage best practice management of venues. | Business Development | Short to medium term | |
| 4.3 | Explore opportunities to support restaurants and after-hours venues, including spaces where on street dining can be supported. | Business Development; Local Laws | Short-term | |
| 5.1 | Collaborate with the landowners to encourage and support the adaptive reuse of heritage buildings. | Arts and Culture | Short to medium term | |
| 5.2 | Work with festival and market holders to hold community events within the Moe CBD. | Events | Short to medium term | |
| 6.1 | Support Pre-Application and Business Support programs. | Business Concierge; Statutory Planning | Ongoing | |

| Strategy | Action | Responsibility | Timeframe | Budget |
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| 6.2 | Identify which jobs can be generated by maximising Moe's existing strengths. | Economic Development | | |
| Access and Movement | | | | |
| 1.1 | Extend the shared path network to provide a connection from the CBD to the Moe-Yallourn Rail Trail. | Recreation and Open Space; Engineering; Capital Works | Medium term | |
| 1.2 | Review and identify gaps and locations where improvements will be most beneficial to the shared path network including new connections. | Recreation and Open Space | Short term | |
| 1.3 | Undertake a footpath audit to:<br>• Identify gaps in the network;<br>• Identify areas where the pavement is uneven, slippery or in need of repair;<br>• Where DDA compliant tactile markers are needed; and<br>• Prioritise how the upgrades or maintenance will occur. | Engineering Services | Short term | |
| 1.3 | Upgrade the footpaths in accordance with the findings of the footpath audit. | Asset Planning; Capital Works | Short to medium term | |
| 1.4 | Upgrade the at-grade pedestrian railway crossing (approximately 40m to east of the current pedestrian crossing) to widen it to allow to motorised scooters to pass at the same time as a safety and accessibility upgrade. | VicTrack; DTP | Short term | |
| 1.4 | 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, recognising the project as critical infrastructure for improving safety, accessibility, connectivity and the long-term growth of Moe-Newborough. | Advocacy, VicTrack; DTP | Medium to Long term | |

| Strategy | Action | Responsibility | Timeframe | Budget |
|---|---|---|---|---|
| 1.4 | Strongly advocate for a raised or lowered railway line as essential city-shaping infrastructure once the roundabout reaches capacity, ensuring long-term transport efficiency, safety, connectivity and economic growth for Moe-Newborough. | Advocacy, VicTrack; DTP | Long-term | |
| 1.4 | Advocate for an additional pedestrian railway crossing at Kingsford Street. | Advocacy, VicTrack; DTP | Long-term | |
| 1.4 | Investigate options for mobility scooter lanes within the Moe CBD. | Engineering Services; Capital Works | Short term | |
| 1.6 | Prepare and implement an Active Transport Strategy. | Recreation and Open Space; Capital Works | Short-term | |
| 2.1 | 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; Advocacy | Short term | |
| 2.2 | Investigate options for the Haigh Street Car Park such as reducing the timeframes, leasing land or selling the car park. | Property | Short term | |
| 2.4, 6.1 | 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 | |
| 3.1 | Advocate for removal of obstructive landscaping and unnecessary infrastructure. | VicTrack | Medium term | |
| 3.2, 4.1 | Prepare a wayfinding strategy for Moe. | Recreation and Open Space; Tourism | Short-term | |

| *Strategy* | *Action* | *Responsibility* | *Timeframe* | *Budget* |
|---|---|---|---|---|
| 3.2 | Install wayfinding elements at key town centre entry and exit points for both vehicles and pedestrians. | Assets; Tourism | Medium term | |
| 3.4 | Highlight and promote trails, laneways, art viewing paths, and most-used pedestrian routes throughout the ACP area. | Comms and Marketing; Tourism; Arts and Culture | Short term | |
| 5.1 | Continue to advocate for funding to deliver Stage 3 of the Moe Rail Revitalisation Plan as per the advocacy priorities. | Advocacy; Engineering Services; Capital Works | Short term | |
| 5.2 | Upgrade crossings for pedestrians where identified. | Engineering Services | Ongoing | |
| 5.3 | 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. Where there is existing infrastructure, it will be updated when it is due for renewal. | Recreation and Open Space; Capital Works | Ongoing | |
| 5.6 | Implement traffic calming and restriction of vehicles to support the prioritisation of pedestrians including medians, investigation into traffic directions, redirecting vehicle traffic, reopening closed sections of road and declaring areas used as through roads as roads along:<br>• Albert Street;<br>• Saviges Road;<br>• Hasthorpe Place;<br>• Purvis Lane;<br>• Market Street; and<br>• Clifton Street.<br>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 | Albert Street - Short<br>Clifton Street - Short<br>Saviges Road - Medium<br>Hasthorpe Place - Medium<br>Purvis Lane - Long<br>Market Street - Long | |

| Strategy | Action | Responsibility | Timeframe | Budget |
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| 5.6 | Reduce speeds throughout the CBD as per Figure 9. | Engineering Services; Capital Works; Department of Transport | Short to medium term | |
| 6.2 | Partner with energy providers or private operators to design and install EV charging stations at all Council-owned car parks within the activity centre, ensuring appropriate power capacity, accessibility, and signage. | Property; Economic Development | Short to medium term | |
| Landscape and Built Form | | | | |
| 1.1 | 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 | |
| 1.4 | 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 | |
| 1.5 | Advocate for greater maintenance along the railway track. | Advocacy; Open Space Maintenance; VicPolice; VicTrack | Medium to long term | |
| 2.1 | Progress the Streetscape Strategy. | Recreation and Open Space; Capital Works | Short to medium term | |
| 2.4 | Use local, climate-resilient plant species selected in consultation with Traditional Owners where possible. | Open Space Maintenance | Ongoing | |

| *Strategy* | *Action* | *Responsibility* | *Timeframe* | *Budget* |
|---|---|---|---|---|
| 2.5 | 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 | |
| 3.3 | Create a civic gateway feature to the town centre on:<br>• Lloyd Street at Kingsford Street;<br>• Fowler Street at Langford Street;<br>• Narracan Drive at the Botanical Gardens; and<br>• Moore Street at Haigh Street. | Arts and Culture | Medium to long term | |
| 3.5 | 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 to long term | |
| 4.1 | 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 | |
| 4.1 | 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 | |

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

To obtain this information in languages other than English, or in other formats, please contact latrobe City council on 1300 367 700.