



LATROBE CITY COUNCIL

AGENDA FOR THE COUNCIL MEETING

**TO BE HELD IN KERNOT HALL, MORWELL AND VIA
AUDIO-VISUAL LINK
AT 6:00 PM ON
22 SEPTEMBER 2025
CM625**

Please note:

Opinions expressed or statements made by participants are the opinions or statements of those individuals and do not imply any form of endorsement by Council.

By attending a Council Meeting via audio-visual link those present will be recorded or their image captured. When participating in the meeting, consent is automatically given for those participating to be recorded and have images captured.

TABLE OF CONTENTS

1. ACKNOWLEDGEMENT OF THE TRADITIONAL OWNERS OF THE LAND	4
2. APOLOGIES AND LEAVE OF ABSENCE.....	4
3. ADOPTION OF MINUTES	4
4. DECLARATION OF INTERESTS	4
5. ACKNOWLEDGEMENTS.....	4
6. PUBLIC PARTICIPATION TIME	4
7. NOTICES OF MOTION.....	6
7.1 2025/13 Anti-Social Behaviour on Local Bus Routes.....	6
8. STRATEGIC ITEMS FOR DECISION.....	8
8.1 Adoption of 2026-2029 Domestic Animal Management Plan.....	8
8.2 Draft Latrobe City Streetscape Strategy	50
8.3 Central Business District Community Outreach	105
8.4 Partial Road Discontinuance - Matthews Crescent, Traralgon	113
9. STATUTORY PLANNING.....	121
9.1 Proposed Planning Scheme Amendment C151 - Latrobe City Signage Strategy	121
10. CORPORATE ITEMS FOR DECISION	217
10.1 2024/25 End of Year Result and Accumulated Cash Surplus.....	217
10.2 Chief Executive Officer Employment Matters Committee - Independent Chair Recruitment Process	225
10.3 Policy Renewal Program - Policies Requiring Minor Updates/Ending	229
11. URGENT BUSINESS.....	254
12. REPORTS FOR NOTING	256
12.1 2024–2025 Events and Visitor Economy Outcomes.....	256
14. ITEMS FOR TABLING.....	267

15. MEETING CLOSED TO THE PUBLIC TO CONSIDER CONFIDENTIAL INFORMATION.....	269
15.1 Gippsland Logistics and Manufacturing Precinct - Bridging Finance & CEO Delegation.....	269
15.2 LCC-884 Footpath Replacement Program	269
15.3 LCC-885 Reconstruction of Loch Park Road - Stage 2	270

1. ACKNOWLEDGEMENT OF THE TRADITIONAL OWNERS OF THE LAND

I would like to acknowledge that we are meeting here today on the traditional land of the Brayakaulung people of the Gunaikurnai nation and I pay respect to their elders past and present.

If there are other Elders present I would also like to acknowledge them.

2. APOLOGIES AND LEAVE OF ABSENCE

3. ADOPTION OF MINUTES

Proposed Resolution:

That Council confirm the minutes of the Council Meeting held on 25 August 2025.

4. DECLARATION OF INTERESTS

5. ACKNOWLEDGEMENTS

Councillors may raise any formal acknowledgements that need to be made at this time, including congratulatory or condolences.

6. PUBLIC PARTICIPATION TIME

Public Questions on Notice

In accordance with the Governance Rules, members of the public can lodge a question on notice before 12noon on the Friday before the day of the Council meeting in order for the question to be answered at the meeting.

Public Speakers

An opportunity for members of the public to speak to an item on the agenda will be made available by necessary means. To participate, members of the public must have registered before 12noon on the day of the Council meeting.

NOTICES OF MOTION

7. NOTICES OF MOTION

Item Number 7.1 22 September 2025

Community Health and Wellbeing

2025/13 ANTI-SOCIAL BEHAVIOUR ON LOCAL BUS ROUTES

I, Cr Adele Pugsley, hereby give notice of my intention to move the following motion at the Council Meeting to be held on Monday, 22 September 2025:

In response to complaints relating to anti-social behaviour on local bus routes, Council advocates to Transport Victoria to request additional resourcing of Authorised Officers on Latrobe City public bus routes.

Signed

Cr Adele Pugsley

16 September 2025

Attachments

Nil

STRATEGIC ITEMS FOR DECISION

8. STRATEGIC ITEMS FOR DECISION

Item Number 8.1

22 September 2025

Community Health and Wellbeing

ADOPTION OF 2026-2029 DOMESTIC ANIMAL MANAGEMENT PLAN

PURPOSE

To seek Council adoption of the Domestic Animal Management Plan 2026 - 2029 (DAMP) following consideration of community consultation.

EXECUTIVE SUMMARY

- Under the provisions of the *Domestic Animals Act 1994* (the Act) all Victorian Councils are responsible for developing a Domestic Animal Management Plan.
- The DAMP outlines Council's services, programs and policies relating predominately to the management of dogs and cats in the community.
- The draft DAMP was tabled at the Council meeting on 30 June 2025 and placed on exhibition for a four-week period ending 25 July 2025.
- 13 submissions were received, of those, ten submissions related to the potential implementation of a 24-hour cat curfew.
- A summary of responses to submissions is in the background of this report.
- A commitment to review the current standing order for the cat curfew in 2026/2027 has been included in the DAMP as a review of a standing order requires specific community consultation and is a statutory process which is a separate process to the review of the DAMP.
- There are 2,713 cats, and 9,789 dogs registered with Council.
- Once endorsed by Council, it is a requirement of the Act to submit the DAMP to the Secretary of the Department of Agriculture by 10 December 2025.

OFFICER'S RECOMMENDATION

That Council:

1. **having considered submissions received during the community engagement period, adopts the Domestic Animal Management Plan 2026-2029;**
2. **provides a copy of the adopted Domestic Animal Management Plan to the Secretary of the Department of Agriculture by 10 December 2025 as required by the Act; and**
3. **publishes the Domestic Animal Management Plan on Council's website.**

BACKGROUND

The following table is an overview of the matters raised during the consultation:

Subject	Submissions received	Actions	Change to DAMP
Request for consideration of 24 hr 7-day cat curfew & improving communications regarding current curfew	10	<p>A commitment to review the current standing order for the cat curfew in 2026/2027 has been added to the DAMP.</p> <p>Council's website has been updated, curfew information included on all new and renewal registration forms and bi-monthly curfew information will be shared through social media pages and noticeboard.</p> <p>Officers will explore the option of sending bulk SMS messages to owners of registered cats to advise of curfew hours annually.</p>	Yes
Seeking change of practice for the management of stray cats and offering a free de-sexing programs like that offered in City of Banyule	1 (included in one of the above submissions)	<p>Officers will refer funding for consideration through the annual budget process to pilot a program for free de-sexing of cats in partnership with local vets. Pilot program is estimated to cost \$10,000.</p> <p>Officers have contacted Local Laws at the City of Banyule for further information.</p>	No
Improved management of barking dog complaints	1	<p>Management of barking dog complaints is in accordance with Section 32 of the <i>Act</i>. Officers will continue to work with affected members of the community to resolve complaints as they are reported.</p>	No
Improved cat enclosure information on Council's website	1	<p>Website to be updated and include information on where to access cat enclosure construction material.</p>	No
Concern about dog defecation in and around the Moe cemetery	1	<p>Officers will contact the Moe Cemetery Trust to discuss ideas to improve the problem and potential for increased signage.</p>	No

ANALYSIS

Under the provisions of the Act, all Victorian Councils are responsible for developing a DAMP which outlines Councils' services, programs and policies relating to the management of dogs and cats in the community.

An internal review has been completed for the previous plan and officers have worked with the leadership team to create the next four-year action plan.

2026-2029 Domestic Animal Management Plan Key Actions:

*(see **Attachment 1** for full action plan) NOTE: figures correct at time of printing.*

- Offer animal registration renewal notices by email:
 - Process changes to reduce manual handling costs for Council.
- Undertake targeted annual door knocks of the municipality to check for unregistered dogs and cats:
 - Use of data to identify unpaid renewals in targeted areas.
- Maintain an adequate supply of cat cages for the community to utilise to control problem or feral cats balancing Council's capacity to manage incoming impounds:
 - Closer monitoring of program to ensure cages are returned quickly.
- Maintain accurate and relevant information on Councils website advising how community members can make a complaint about nuisance animals:
 - Annual review of website and available material.
- Review the barking dog complaint procedure and include more detail on Council's website about the process and officer's considerations.
- Increased public awareness of what constitutes a dog attack and how to report them:
 - Through social media posts and regular review of the information on the webpage.
- Promote Animal Welfare Victoria's responsible pet ownership programs:
 - Utilise Latrobe City's media platforms with approved material provided and
 - Distribute factsheets provided by Agriculture Vic regarding cat containment.
- Utilise social media to promote available and suitable animals unclaimed in the Pound for adoption:
 - Pet of the Week posts to encourage engagement with the Pound website page.
- Maintain accurate and relevant information on Council's website advising how to register a Domestic Animal Business.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
COMPLIANCE Failure to adhere to this requirement would place Council at risk of operating outside of prescribed legal guidelines.	Low Rare x Moderate	The provision of a DAMP is a statutory requirement, and the plan will meet timelines set by DEECA.
SERVICE DELIVERY Enhanced and improved services may not be delivered if a DAMP is not implemented.	Low Unlikely x Minor	Resources allocated by Council to ensure the DAMP is implemented as part of business-as-usual operations.

CONSULTATION

The draft plan was on public exhibition from 1 July – 25 July 2025.

Whilst there was no statutory obligation to undertake consultation or community engagement in the development of the DAMP, due to the considerable interest community members often take in animal related matters, it was deemed appropriate to enter a period of engagement and consultation.

The following engagement activities took place after the Council resolved to release the DAMP:

- Notices in the Latrobe Valley Express, and on Council's social media pages advising of the draft document;
- The draft document was on display at Council Service Centres for community members;
- Community consultation meetings were offered to be conducted where members of the community could examine the draft document with the purpose of sourcing more information and allowing discussion and feedback with Council staff in relation to domestic animal issues;
- Stakeholders, such as local veterinary services, animal management services and those who have current 84Y animal re-homing agreements with Council could respond to the document; and
- The Latrobe City Council Animal Welfare Advisory Committee was provided with the draft document for feedback.

COMMUNICATION

Notices were placed in the Latrobe Valley Express, and on Council's social media pages advising of the draft document.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

As the DAMP is a four-year action plan for officers to ensure Council is fulfilling its statutory obligations under the Act and will not involve any new or reviewed programs, services, and policies, where there is a significant and direct impact on the community, a Gender Impact Assessment (GIA) is not required under *the Gender Equality Act 2020*.

Social

Nil

Cultural

Nil

Health

The DAMP is used as a tool to support the effective and responsible management of domestic animals within the community which can have a positive influence on the community's health and wellbeing.

Environmental

Nil

Economic

Nil

Financial

The cost of the production of this report is absorbed by Councils approved operating budget, all other initiatives contained within the DAMP are funded as a component of the approved operating budget.

If funding for the proposed cat de-sexing subsidy program is received, this activity will sit as an auxiliary program to the DAMP.

Attachments

1. Domestic Animal Management Plan 2026
2. DAMP Public Submissions 2025

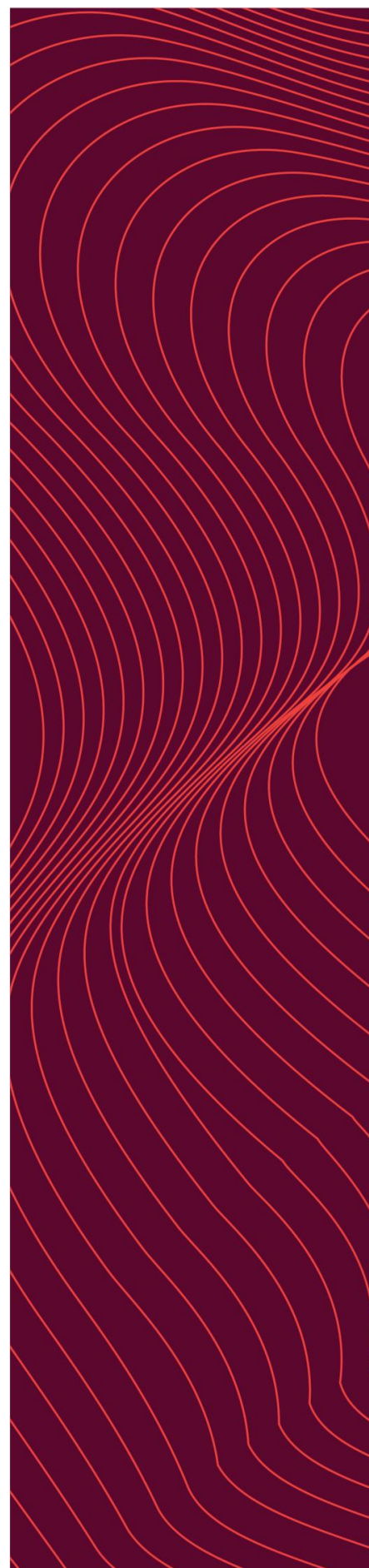
8.1

Adoption of 2026-2029 Domestic Animal Managment Plan.

1	Domestic Animal Management Plan 2026	15
2	DAMP Public Submissions 2025	36



Domestic Animal Management Plan 2026-2029



Contents

Introduction	2
Background	2
1. Primary objective	3
1.1 Guiding Principles	3
2. Latrobe City Snapshot	3
3. Current Programs and Service Levels	4
3.1 Local Laws Team	4
3.2 Statistical Information	5
3.3 Council Standing Orders	6
3.3.1 Compulsory de-sexing of all cats for first time registrations	6
3.3.2 Cat Curfew	6
3.3.3 Dogs on leash	7
3.4 Community Amenity Local Law No. 2 2016	7
3.5 Council Procedures	8
3.6 Training of Authorised Officers	9
3.7 Registration and Identification	9
3.8 Animal Nuisance Complaints	10
3.9 Dog Attacks	11
3.10 Dangerous, Menacing and Restricted Breed Dogs	12
3.11 Over-Population and High Euthanasia	13
3.12 Domestic Animal Businesses	14
4. Four-year action plan	16
4.1 Training of Authorised Officers	16
4.2 Registration and Identification	17
4.3 Animal Nuisance Complaints	18
4.4 Dog Attacks	18
4.5 Dangerous, Menacing and Restricted Breed Dogs	19
4.6 Over-Population and High Euthanasia	19
4.7 Domestic Animal Businesses	20
5. Annual Review and Annual Reporting	20

Introduction

The primary focus of this Domestic Animal Management Plan is the management of domestic companion animals, namely dogs and cats. Latrobe City Council acknowledges the role it plays in promoting responsible pet ownership and enforcing legislation.

We are committed to balancing the needs of pet owners with those in our community who do not own pets. Consideration has been given to both parties in the development of our Domestic Animal Management Plan 2026-2029.

This Plan has been developed in accordance with Section 68A of the *Domestic Animals Act 1994* and sets out a formalised approach to increase the awareness of domestic animal management practices within Latrobe City.

Latrobe City Council recognises the value domestic pets contribute to making Latrobe City a vibrant and livable City. Domestic pets are not only considered part of a family but are an integral part of a wider community. Research demonstrates that pets contribute to building a strong sense of community and developing active social capital; vital to any vibrant, healthy community.

Pet ownership is positively associated with social interactions, community involvement and increased feelings of neighbourhood friendliness and sense of community.

With around 69 percent of Australians owning a dog or cat, these benefits, when aggregated across the whole community, are of significant interest to Council and others concerned with building healthier, happier neighbourhoods.

In addition, these benefits create a ripple effect that extends beyond pet owners into the broader community, with pets helping to smooth the way for social interaction and general recreation.

Pets provide increased opportunities for families to be more active; companionship to those who may be feeling isolated or lonely and assist people with a disability or illness to maintain independence and participate more fully in community life.

Background

Local Government has long been the level of government primarily responsible for domestic animal management.

Section 68A of the *Domestic Animal Act 1994* (the Act) requires all Victorian councils to prepare a Domestic Animal Management Plan (the Plan) at four yearly intervals. A copy of the plan and any subsequent amendments must be provided to the Secretary of the Department of Agriculture. Council is required to then report on the plan's implementation in its annual report.

1. Primary objective

The primary objective of the Plan is to provide a strategic map to support the community towards the goal of responsible pet ownership and to assist Council in achieving a professional, consistent and proactive approach to domestic animal management practices.

The Plan identifies current activities and future actions to address the following areas, as required by Section 68A of the *Act*: -

- Identify methods for evaluating animal control services
- Promote responsible pet ownership
- Ensure compliance with the *Domestic Animals Act 1994* and Domestic Animal Regulations 2015
- Minimise the risk of dog attacks
- Address over population and high euthanasia rates for dogs and cats
- Encourage registration and identification of dogs and cats
- Minimise the potential for nuisance
- Identify dangerous, menacing and restricted breed dogs
- Review all existing Council orders and local laws that relate to dogs and cats
- Identify programs for training of authorised animal management officers
- Provide for the periodic evaluation of programs and service strategies

1.1 Guiding Principles

The following principles underpin the actions of this Plan regarding domestic animals:

- The belief that pets contribute to quality of life
- A requirement to balance the needs of those who own pets and those who do not
- Valuing responsible pet ownership
- Proactive animal management and education within the community
- Protection of the environment from any negative impacts of dogs and cats
- Working in partnership with others to achieve positive outcomes for the community
- Local Government plays a leadership role in animal management

2. Latrobe City Snapshot

Latrobe City, Victoria's only regional city situated in the eastern part of the state, encompasses an area of 1,422 square kms with a population of approximately 78,154 (ABS 2021).

Situated approximately 150 kms east of Melbourne, in the centre of Gippsland and the Latrobe Valley, Latrobe City is one of four Victorian regional cities.

Latrobe City includes the four major towns of Churchill, Moe/Newborough, Morwell and Traralgon as well as the seven outer lying townships of Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar.

During the 2023-2024 registration period there were 9789 dogs and 2713 cats registered within the municipality. There were 13 registered domestic animal businesses, including 1 training establishment, 4 boarding establishments, 6 breeding and rearing establishments and 2 pet shops.

3. Current Programs and Service Levels

Latrobe City's Local Laws Team administers and provides a broad range of services to ensure that Council meets its legislative responsibilities relating to the management of domestic animals. They include but are not limited to:

- Educating residents and promoting responsible pet ownership
- Management of Council's domestic animal pound facility
- Maintaining a domestic animal register
- Providing advice on domestic animal matters
- Dealing with and investigating animal complaints for the community
- Impounding of wandering, unwanted/surrendered and/or feral dogs and cats
- Undertaking random annual registration door knocks
- Administration and control of Dangerous and Restricted Breed dogs for compliance
- Investigating dog attacks
- Providing a 24-hour 7 day a week emergency service
- Inspection and registration of domestic animal businesses
- Developing and maintaining partnerships with organisations for the care of impounded animals

3.1 Local Laws Team

The Local Laws team consists of 1 full-time Coordinator, 2 full-time team leaders, six full-time Local Laws Officers, a Senior Regulations Officer and a full time Animal Attendant, 2 part-time administration support staff. These staff delivering general local laws, animal and parking management services.

- Coordinator Local Laws (1 EFT)
- Team Leader Local Laws - Animal Management and Traffic & Compliance (2 EFT)
- Local Laws Operations Administrator (1.8 EFT)
- Local Laws Officers (6 EFT)
- Animal Attendant (1 EFT)

3.2 Statistical Information

Animal Registrations	Cats	Dogs
2020/2021	3066	10082
2021/2022	2947	9938
2022/2023	2820	9735
2023/2024	2713	9789

Impounded	Total number of dogs impounded	Total number of dogs returned to owner	Total number of dogs rehoused
2020/2021	528	406	77
2021/2022	597	393	131
2022/2023	706	428	135
2023/2024	729	419	131

Impounded	Total number of cats impounded	Total number of cats returned to owner	Total number of cats rehoused
2020/2021	681	136	277
2021/2022	573	82	242
2022/2023	664	91	255
2023/2024	674	124	271

Dog attack pathways	Total dog attack pathways	Total number of dog attacks	Dog Attack – Immediate auto dispatch	Dog Declared Dangerous / Menacing
2020/2021	171	130	13	28
2021/2022	142	94	11	37
2022/2023	124	82	5	37
2023/2024	166	107	3	56

Declarations made	Dangerous	Menacing
2020/2021	15	16
2021/2022	2	12
2022/2023	13	14
2023/2024	3	19

3.3 Council Standing Orders

Latrobe City Council has Standing Orders, Local Laws and procedures in place to assist in the effective management of dogs and cats. The current Standing Orders are:

- Compulsory de-sexing of all cats registered for the first time (unless member of applicable organisations or registered as Domestic Animal Business or upon veterinary advice) effective 10 April 2008
- Cat curfew between 9PM to 6AM, seven days a week effective 18 September 2017
 - Review of this standing order to be undertaken in 2026/2027
- Dogs must be kept on leash except when in a designated off leash area effective 18 September 2017

3.3.1 Compulsory de-sexing of all cats for first time registrations

Cat overpopulation presents a significant challenge for council, shelters, community foster care networks, and rescue groups, who are often managing more cats than can be sustainably housed or rehomed. Councils' order for the de-sexing of all cats prior to their first time registration promotes responsible cat ownership and a reduction in registration costs for cat owners.

3.3.2 Cat Curfew

Promoting Responsible Cat Ownership in Our Community

Council is working toward a future where cats are highly valued as companion animals, and every cat belongs to a caring owner who understands how to keep their pet happy, healthy, and safe at home within our municipality.

As of the end of 2024, 52 Victorian councils have introduced a cat curfew, including 10 with 24-hour curfews. In 2017, our Council implemented a cat curfew requiring cats to be confined indoors between 9:00 PM and 6:00 AM, seven days a week. This initiative aims to reduce threats to native wildlife, enhance community amenity, and prevent cats from enduring difficult lives on the streets.

The curfew complements broader work led by Council's Animal Management team to promote cat welfare and address overpopulation. This includes efforts to increase desexing and containment rates through education and awareness campaigns that encourage a shift in community attitudes toward responsible pet ownership.

The *Act* supports these efforts by making it an offence to allow a cat to wander onto a neighbouring property at any time. Council's Authorised Officers have the authority to impound roaming cats and, in some circumstances, issue trespass notices on behalf of affected property owners.

Council will continue to work collaboratively with the State Government and local stakeholders to:

- Minimise the environmental impact of free-roaming cats
- Improve the welfare and quality of life for cats in our municipality
- Enhance neighbourhood amenity and safety

Together, we can foster a more harmonious coexistence between people, pets, and wildlife in our community.

3.3.3 Dogs on leash

Dogs must be on leash except at the following designated Off-leash areas:

- College Park Newborough
- Burrage Reserve Newborough
- Waterhole Creek Reserve West Bank Morwell
- Ashman Park Churchill
- Burnett Park Traralgon
- Bert Thompson Reserve Traralgon

3.4 Community Amenity Local Law No. 2 2016

Division 21 Keeping of Animals

110. Keeping of Animals

1. An owner or occupier of land must not, without a permit, keep or allow to be kept any more in number for each type of animal than as set out in the following table except for farming areas:

Type of Animal	Definition	Multi-unit Development	All other areas (except farming area)
Dogs		2	2
Cats		2	2
Poultry	Fowls, Bantams, Pheasants, Ducks and Geese	Not permitted	5
Free flying pigeons		0	0
Rooster		0	0
Domestic Mice		10	10
Guinea Pigs		2	4
Ferrets, Hamsters		2	4
Domestic Rabbits		2	4
Reptiles		2	2
Other Animals	Cattle, Horse, Goat, Pig, Sheep, Alpaca, Lama, Ostrich and any other agricultural animal	Not permitted	Residential: 0 Rural Living Zone: 10

2. A permit issued for the keeping of dogs and /or cats under this division will be granted for the life of the animal although if an offence or nuisance be proven the permit can be revoked.
3. Sub clause 110.1 does not apply where animals are kept in accordance with a planning permit or where a Wildlife Licence has been obtained in accordance with the Wildlife Regulations 2013.
4. A person keeping animals in accordance with clause 110.1 must ensure that the animals do not create a nuisance or danger to neighbours or other persons.

NOTE: "Multi-Unit Development" describes several units on a residential lot

"All other areas" describes single residential dwellings etc

111. Dogs and Cats on Farming Properties

Except where a planning permit is issued an owner or occupier of a working farm within a farming area must not, without a permit, keep or allow to be kept more than four adult dogs and/or four adult cats on that land except where allowed by the planning scheme.

112. Maximum number of Dogs and Cats on any land

Except where a planning permit is issued a person must not keep more than five dogs or five cats on any land except where allowed by the planning scheme.

113. Litters of Animals

For the purpose of calculating the maximum limit of the numbers of animals kept, the progeny of any animal lawfully kept will be exempt for a period of 3 months after their birth.

114. Animal Excrement

A person in charge of an animal on a road or other Municipal Place must:

- a. Carry a device suitable for the removal of any excrement that may be deposited by the animal; and
- b. Not allow any part of the animal's excrement to remain on a road or other Municipal Place; and
- c. Produce the device on demand by an authorised officer.

3.5 Council Procedures

- Animal Registration Renewal forms are reviewed annually and amended as required
- Animal Registration Fees are considered and determined by Council during the annual budget process
- Animal Deterrent Spray Procedure 2022
- Barking Dog Procedure 2022
- Cat Trap Loan Procedure 2024
- Dealing with Sick or Injured Animals Procedure 2022.
- De-sexing of Dogs and Cats released from the Pound Procedure 2022
- Dog and Cat Impounding Procedure 2022
- Keeping of Animals Permit Approvals Guidelines 2025
- Notice of Seizure (Dogs and Cats) Procedure 2022
- Scanning of Impounded Dogs and Cats Procedure 2022
- Removal and Identification of Dead Dogs and Cats Procedure 2024
- Voluntary Surrender of Dogs and Cats Procedure 2023
- Dog Handling and Seizure Procedure 2023
- Working on Roads Procedure 2023
- Dog Attack Procedure 2024

3.6 Training of Authorised Officers

Latrobe City Council is committed to the training of our Local Laws Officers. An annual training program is developed for each officer to ensure they receive appropriate training. The objective of any training and development is to support all Local Laws staff in having the knowledge and skills necessary to carry out their work.

A training register detailing all qualifications and training courses completed by each Local Laws Officer is maintained and updated annually to reflect any training undertaken or required.

In addition to specialised training, all staff have access to a suite of personal and professional training opportunities delivered through Council's Learning and Development programs.

2021-2025 Domestic Animal Management Plan Highlights:

- Review of dog attack investigations procedure resulting in increased community compliance and safety outcomes
- All Local Laws Officers completed legal based training with Council's contracted legal firm
- Review of the process for managing Section 84Y agreements resulting in a process less onerous for groups wishing to maintain an agreement with Council

3.7 Registration and Identification

Latrobe City Council issues registration renewal notices prior to 10 April each year.

Any renewal payments not received by the due date of 10 April are followed up with a reminder notice advising of penalties for failing to register a dog or cat.

Registration forms are also used as an opportunity to advertise legislative changes i.e. requirement to register dog/cat by age three months and compulsory microchipping and desexing of all new cats being registered and cat curfew details.

When issuing these notices, we can include inserts to further inform and educate our community on domestic animal matters.

New registration applications are available at all Council service centres and libraries in Churchill, Moe, Morwell and Traralgon; via Council's website; and at Council's pound facility.

From April 2025, Council will offer animal owners the ability to receive their registration renewal notice via email.

2020-2024 Animal Registration Comparisons

Financial Year	Cats	Dogs
2020/2021	3066	10082
2021/2022	2947	9938
2022/2023	2820	9735
2023/2024	2713	9789

Educational and/or Promotional Activities

- Animal Registration forms available at Council service centres and libraries; on Council's website and can be requested by contacting Council
- Door knock "hot spot" areas or areas where complaints have been received in relation to registration requirements
- Maintenance of computerised registration database

- Use of Council's social media platforms to promote benefits of animal registration and to answer frequently asked questions

Compliance Activities

- Investigate all complaints received
- Encourage complainants to speak directly to dog owners to alert them to their dog barking
- Record all nuisance complaints in Council's record management systems
- Provide cat cages to residents for containing trespassing cats as requested
- Impound unregistered dogs found at large
- Issue infringement notices for dogs found at large
- Impound or return wandering registered pets to owners
- Attending properties unannounced to conduct on the spot inspections where there have been ongoing or serious complaints against a property or person
- Seizure of unregistered and/or non-compliant declared dangerous dogs
- Seizure of dogs reasonably suspected of attack causing serious injury

3.8 Animal Nuisance Complaints

All animal nuisance complaints received are investigated in a timely manner to minimise the potential for complaints escalating. Officers will make every effort to resolve complaints to the satisfaction of both parties.

For the most part, nuisance complaints received by Latrobe City Council relate to either barking dogs or stray cats. It is recognised that barking dog complaints can at times cause great frustration for both parties. Local Laws Officers work to balance the interests and rights of both the dog owner and the complainant.

Dog owners can become desensitised to the sound of their own dog barking and may be unaware it is a nuisance to neighbours. An effective resolution is often achieved by alerting the dog owner to the fact their dog's barking is becoming a nuisance.

Neighbours who are unable, or find it difficult, to speak to their neighbours regarding this matter can contact Latrobe City Council for assistance.

Council Officers will first work with the dog owner to support them in identifying the cause of the barking and discuss possible solutions. Most cases involve dogs that are bored or responding to visual stimulation. Both causes are often easily resolved with training, toys, blocking a view or exercising the dog more frequently.

Complainants may be asked to keep noise logs (records of dates, times and duration of barking) should the matter continue, and further intervention be required. Noise logs form part of the Barking Dog Complaint Form and are available from the Latrobe City web page or from Service Centres and Libraries, and Local Laws Officers can assist with explaining how these are to be completed.

Barking dog complaints are investigated under Section 32 of the *Act*.

Council use the following factors when determining if noise is causing a nuisance:

- its volume, intensity and duration
- the time, place and other circumstances in which it is emitted

For Council to determine whether a noise constitutes a nuisance, Council must conduct a thorough investigation.

This investigation process requires the complainant to complete a Barking Dog Noise Log for a period of 14 days. This noise log assists Council in determining the duration and frequency of the noise and will become evidence if the matter is heard in a Magistrate's Court.

In reference to a noise log, officers are required to consider the following:

- The duration of the noise is unreasonable
- Time that the noise is omitted during the day is unreasonable
- The frequency of the noise is unreasonable
- The volume of noise is above what would be expected

Where a log is submitted with entries that are inconsistent and infrequent over the period of 14 days, for example a period of 12-24 hrs between instances of noise that last less than 2 hrs each time, and no corroborating evidence is available from a third party, officers would consider that the noise does not reach the threshold of nuisance and could not progress the matter to the Magistrates Court.

In response to nuisance complaints received about stray cats Latrobe City offers residents' cat cages to assist in safely containing offending animals trespassing on their property or wandering during the curfew period. Local Laws Officers will then attend during business hours and impound any contained cats. These cages are available to members of our community free of charge.

To proactively combat cat nuisance issues, Council adopted a cat curfew on 18 September 2017 under the *Act* Section 25. Cat owners are required to keep cats contained to their premises between the hours of 9pm and 6am, seven days a week.

Educational and/or Promotional Activities

- Make information available at Council service centres and libraries and on Council's website
- Promote the various resources available to encourage the correct selection of a new pet such as Animal Welfare Victoria and RSPCA website
- Provide a wide range of pamphlets
- Distribute brochures to residents when requested and when investigating complaints
- Signage to identify the areas designated for exercising dogs off lead

Compliance Activities

- Investigate all complaints received
- Encourage complainants to speak directly to dog owners to alert them to their dog barking
- Record all nuisance complaints in Council's record management systems
- Provide cat cages to residents for containing trespassing cats as requested
- Issue trespass notices on behalf of property owners where applicable
- Impound all unregistered dogs found at large
- Issue infringements for dogs found at large
- Impound or return wandering registered pets to owners
- Attend properties unannounced to conduct on the spot inspections where there have been ongoing or serious complaints against a property or person

3.9 Dog Attacks

Latrobe City Council considers any reported dog attack as the highest priority and dispatches a Local Laws Officer immediately to investigate and action as appropriate.

Educational and/or Promotional Activities

- Promote responsible pet ownership to new and existing dog owners
- Promote the benefits of dog training, socialisation and frequent exercise
- Provide a range of pamphlets that raise awareness of the risk of dog attacks in the home, on the street and in parks which include information on how to reduce risks
- Distribute brochures to residents when requested and when investigating complaints
- Promotion of the need for dogs to be under effective control, always, including the need to ensure dogs can be effectively contained and/or fenced on their own property to ensure they cannot escape
- Promote de-sexing of dogs to reduce aggressive tendencies and wandering at large
- Promote the need for supervision of children when dogs are present
- Promote Council's emergency 24-hour 7 day a week service for reporting a dog attack

Compliance Activities

- Declaration of all identified dangerous/menacing dogs in line with the *Act*
- Respond to all reported dog attacks immediately as the top priority for Local Laws Officers
- Record all reported dog attacks in Council's record management systems
- Ensure all reported dog attacks are thoroughly investigated with findings and evidence accurately recorded and maintained
- Ensure owners of declared dogs are fully informed of their requirements under the *Act*
- Declaring dogs dangerous or menacing where evidence leads to that outcome
- Ensure unclaimed dogs at the pound are temperament tested to determine whether they are suitable for re-housing
- Seize dogs involved in serious attacks during investigation and prosecution action
- Provision of a 24 hour 7 days a week emergency service to report a dog attack
- Conduct regular patrols at locations where there is a high incidence of wandering dogs

2021-2025 Domestic Animal Management Plan Highlights:

- All investigations of dog attacks finalised within required timeframes
- Court brief training for all Local Laws Officers that will result in an increased number of prosecutions for dog attacks
- Review of dog attack procedure implementing further guidance for on road officers investigating and responding to dog attacks

3.10 Dangerous, Menacing and Restricted Breed Dogs

Latrobe City Council Local Laws Officers investigate all reports or complaints regarding dangerous, menacing or restricted breed dogs, immediately.

Local Laws Officers currently use the Department of Primary Industry 'Standard for Restricted Breed Dogs in Victoria' to identify restricted breeds.

Latrobe City Council currently utilises the Domestic Animals Act 1994 in relation to dangerous, menacing and restricted breed dogs.

Reports of suspected undeclared restricted breed dogs are rare in Latrobe City. Officers believe there is a high level of compliance regarding the ownership and management of declared dogs within the municipality.

Educational and/or Promotional Activities

- Information pamphlets at all Council service centres and libraries
- Information available on council's website
- Ensuring all owners of declared dogs are aware of their obligations under the Act regarding identification and the keeping of these dogs
- Promotion of regulations for restricted breed dogs

Compliance Activities

- Ensure that all Declared Dangerous, Menacing and Restricted Breed dogs are registered accurately with the Victorian Declared Dog Registry
- Attending properties unannounced to conduct on the spot inspections and annual audits where there are registered declared dogs
- Investigating and making a declaration following legislated timeframes where the evidence supports a declaration
- Follow-up non-compliance issues found during inspections and audits
- Review all dog attack cases to determine if it is appropriate to declare the dog dangerous or menacing
- Maintain a register of all declared dogs registered and housed in Latrobe City Council

2021-2025 Domestic Animal Management Plan Highlights:

- Audited all properties where there are registered declared dogs
- Declared Dangerous, Menacing and Restricted Breed dogs registered accurately with the Victorian Declared Dog Registry

3.11 Over-Population and High Euthanasia

Latrobe City Council is aware of the high euthanasia rates for dogs and in particular cats and continues to promote the benefits of de-sexing. The introduction of compulsory de-sexing for all cats registered for the first time or released from the pound facility was implemented in 2008.

Council has in place twelve Section 84Y Domestic Animal Act agreements to re-house dogs and cats that have found their way to the pound.

Section 84Y agreements

In Victoria, dogs and cats may be impounded due for many reasons. When an owner is unidentifiable, unable or unwilling to collect that animal it may require extra care or be assessed as suitable for rehoming.

Under the provisions of the *Act*, Section 84Y allows for Councils to enter into a written agreement for the seizure, holding and disposal of dogs and cats. These agreements may be made between the Council and a pound, shelter, vet clinic, community foster care network or foster carer depending on the needs of the animals.

The provisions of the *Act*, allow for a person or body (that has a Section 84Y (a)(b) &/or (c) with a Council i.e. a pound, shelter or vet clinic) to have a Section 84Y(ca) agreement with a community

foster care network on the condition that the dog or cat is desexed and microchipped prior to leaving the ownership of the person or body.

Animals moving to a Community Foster Care Network under a Section 84Y(c) agreement are not required to have been desexed or microchipped prior to leaving the pound. Under a Section 84Y(c) agreement it is the responsibility of the person or group that take possession of the animal directly from the pound to desex and microchip the animal before it leaves their ownership. Carers are limited to caring for the number of animals permitted by their municipal (local) council.

Educational and/or Promotional Activities

- Promote responsible pet ownership to new and existing dog owners
- Promote Council's cat curfew
- Promote the benefits of de-sexing, such as no surprise litters, fewer unwanted animals in the community, fewer animals euthanised, reduced aggression and reduced wandering, via local radio spots, local newspaper articles and on Council's website
- Offer dogs and cats for sale from the pound at an affordable price which includes de-sexing and microchipping costs

Compliance Activities

- Investigating complaints and reports of numbers of dogs/cats on residential properties
- Provide cat cages to residents for containing trespassing cats as requested, subject to availability
- Investigate reports of animal hoarding and work with owners to reduce these to permitted numbers
- Enter into Section 84Y Domestic Animal Act agreements with local organisations and vets to re-house dogs and cats that are impounded
- Investigate reports of unauthorised 'backyard breeders' to ascertain whether they should be registered as a domestic animal business

2021-2025 Domestic Animal Management Plan Highlights

- Renegotiation of Section 84Y Domestic Animal Act agreements with local organisations and vets to re-house dogs and cats that have been impounded
- Streamlining of the Section 84Y agreement process to alleviate the renewal function
- Continued receipting at the Pound Facility

3.12 Domestic Animal Businesses

Latrobe City Council currently has 13 Registered Domestic Animal Businesses. These businesses are issued with registration renewal notices each year and Council conducts annual inspections in relation to their compliance with relevant codes of practice.

In Victoria, the *Act* defines Domestic Animal Businesses as any of the following:

- A Council pound (operated by the Council or a contractor on behalf of Council)
- A dog and/or cat breeding business - where there are three or more fertile females and animals are sold (whether a profit is made or not), and the proprietor is not a member of an Applicable Organisation. If the proprietor is a member of an Applicable Organisation, they are exempt from registering as a breeding Domestic Animal Business if they have less than 10 fertile female animals AND no more than 2 are not registered with an Applicable Organisation
- A dog training establishment (where the business is run for profit)

- A pet shop (operated in a permanent location that must be open at least 5 days per week)
- An animal shelter (e.g. welfare organisations such as the RSPCA and The Lost Dogs' Home)
- An establishment boarding dogs or cats (where the business is run for profit to provide overnight, day-care or homecare boarding)
- An establishment that is rearing dogs or cats (where the business is run for profit)

All domestic animal businesses must be registered annually with their local council and comply with the appropriate mandatory Code of Practice. Local council will often require an inspection of the facilities prior to registration each year. Councils are required to report the number of domestic animal businesses registered with them to DEDJTR on an annual basis

Council provides all registered Domestic Animal Businesses with any changes to the legislation or Code of Practice information relevant to the business and encourages business owners to be involved in any review of the mandatory Code of Practice

Any new registration applications are received and processed in line with the Code of Practice

Educational and/or Promotional Activities

- Provide relevant mandatory Code of Practice to proprietors of existing and proposed domestic animal businesses
- Ensure all relevant Domestic Animal Businesses are advised and involved in any review of the mandatory Code of Practice for their type of business
- Invite Domestic Animal Businesses to be involved in Council's animal related community events

Compliance Activities

- Conduct annual inspections/audits of each Domestic Animal Business premises to determine compliance with the Act, relevant mandatory Code of Practice, and any terms, conditions, limitations or restrictions on that registration
- Use the audit documents on Animal Welfare Victoria Animal Management website
- Follow-up Domestic Animal Business non-compliance issues with information on required actions and timeframe for resolution, further inspections, and prosecutions where necessary
- In the case of serious non-compliance issues, suspend or cancel registration
- Liaise with other units within Council to provide advice when planning applications for Domestic Animal Businesses are received, to ensure appropriate conditions are placed on construction, operation, etc
- Use of the Pet Exchange Register to identify unknown breeders

2021-2025 Domestic Animal Management Plan Highlights

- All registered Domestic Animal Businesses have been inspected annually for compliance in the four-year period
- All reports of non-compliance have been investigated and actioned accordingly

4. Four-year action plan

The following pages outline Latrobe City Council's four-year action plan which has been designed to build on the successes of the previous Domestic Animal Management Plan.

Actions have been developed with a focus on staff training; community awareness; the provision of accessible, relevant and timely information and a simplified process for the reporting of issues.

4.1 Training of Authorised Officers

GOAL: To ensure all staff involved in animal management have the knowledge and skills necessary to carry out their work safely and effectively.

OUTCOMES: Confident, skilled and knowledgeable team members responding to customers which will result in an increased customer confidence that their enquiry will be professionally dealt with.

Action	Measure	When
Review and finalise, in consultation with relevant team members, training required for all Authorised Officers undertaking animal management duties.	Consultation with relevant team members, agreed list of skills required to undertake animal management duties developed.	Annually
Ensure all Authorised Officers have commenced or are enrolled to commence relevant training programs within 24 months of appointment.	The number of newly appointed officers who are undertaking or have completed training in required skills.	Ongoing
Maintain a central training register which includes individual Authorised Officers current level of training and agreed future training requirements.	Central training register reviewed and maintained on a regular basis.	Annually
Ensure that all team members are kept informed of and trained in changes to relevant legislation, policies, procedure and compliance codes within reasonable timeframes.	Changes to legislation, policy, procedure and compliance codes to be distributed to all team members via e- mail. All changes to be highlighted as agenda items during team meetings. Ongoing training as required.	Ongoing
Update all Local Laws Procedures to ensure compliance with current legislation and in line with industry best practice.	Completion of all animal procedure updates by end of 2026.	2025/2026

4.2 Registration and Identification

GOAL: Maximise the number of registered and identifiable domestic animals residing within Latrobe City to aid compliance and facilitate reuniting lost pets with their owners in a timely manner.

OUTCOMES: Improved accuracy of Councils pet registration database. Improved adherence to legislation and increased registration of new animals.

Action	Measure	When
Registration reminder notices to be sent out to all animal owners that have failed to re-register their pets by the 10th of April each year.	Reminder notices mailed out to owners of previously registered animals that have not been renewed.	Mail out completed by 31 May annually
Partner with local veterinarians and Section 84Y agreement holders to distribute animal registration information to new animal owners.	The number of veterinarians and Section 84Y agreement holders actively distributing registration information.	Ongoing
Offer animal registration renewal notices by email where requested by animal owner.	This program is working in a live environment available to the community.	2025
Ensure that all seized and impounded animals are registered in accordance with legislation prior to release to their owner.	Cross check pound release forms with Councils animal registration database.	Ongoing
Undertake targeted annual door knocks of the municipality to check for unregistered dogs and cats.	Completion of targeted door knocks undertaken in the municipality.	Annually

4.3 Animal Nuisance Complaints

GOAL: Minimise the number of complaints received by Council while increasing community satisfaction with Council's response to investigating complaints.

OUTCOMES: Improved community awareness and education to residents with an emphasis on responsible animal ownership. A reduction in animal complaints and an enhanced level of customer service and improved adherence to legislation.

Action	Measure	When
Provide / make available the most current educational material to animal owners in the municipality.	Preparation, sourcing and distribution of educational material to residents of the municipality.	Ongoing
Maintain a supply of cat cages for the community to utilise to control problem or feral cats.	Ensure a register of community members interested in utilizing cat cages is current and that they are contacted as soon as cages become available.	Ongoing
Maintain accurate and relevant information on Council's website advising how customers can make a complaint about nuisance animals.	A dedicated page has been set up this needs to be maintained and updated on a regular basis.	Ongoing
Review the barking dog complaint procedure.	The procedure is reviewed to deliver high quality investigations in line with Section 32 of the Domestic Animals Act 1994.	2026

4.4 Dog Attacks

GOAL: Minimise the risk to the community of dog attacks while increasing community understanding of potential aggressive animal behaviour and the benefits of dog socialisation and obedience training.

OUTCOMES: Increased community awareness of responsible pet ownership. A reduction in complaints and increased adherence to legislation.

Action	Measure	Outcome	When
Increased public awareness of what constitutes a dog attack and how to report them.	Update Council's web site with a dedicated section on dog attacks. Use Council's Social Media page to inform the community of dog attack information. Utilise local press to highlight successful prosecutions, when appropriate.	Increased community awareness of responsible pet ownership; a reduction in complaints and increased adherence to legislation.	ongoing

4.5 Dangerous, Menacing and Restricted Breed Dogs

GOAL: Meeting legislative requirements relating to dangerous, menacing and Restricted Breed dogs while educating the community about such breeds.

OUTCOME: Improved community awareness of responsible pet ownership and a reduction in complaints and improved adherence to legislation.

Action	Measure	When
Random property inspections of declared dogs to ensure compliance.	Review internal register of declared dogs and determine checks to be conducted, undertake an inspection of each property.	Annually
Prosecute repeat offenders or serious breaches detected.	Number of successful outcomes from prosecutions conducted.	As occurs
After hours patrols for unregistered guard dogs.	Number of patrols conducted, and the number of unregistered guard dogs detected.	As occurs
Educate the community about what is a declared dog.	Half year updates on council social media site.	Half yearly

4.6 Over-Population and High Euthanasia

GOAL: Encourage responsible pet ownership by promoting de-sexing and confinement of dogs and cats to reduce the incidence of unwanted pet litters and feral domestic animals, while increasing the number of animals successfully re-housed.

OUTCOME: Improved community awareness of responsible pet ownership. A reduction in complaints and improved adherence to legislation and reduction in the number of animals euthanised.

Action	Measure	When
Promote Animal Welfare Victoria's responsible pet ownership program.	Regular utilisation of Councils Social Media site to promote responsible pet ownership.	Ongoing
Review existing Section 84Y Agreements and seek out other potential Section 84Y providers to enhance the re-homing of unclaimed dogs and cats.	Minimum 85% of impounded animals returned to owner, adopted or re-housed.	Ongoing
Utilise social media to promote available and suitable animals, unclaimed in the Pound.	Regular utilisation of Councils Social Media site to promote animals for adoption.	Ongoing

4.7 Domestic Animal Businesses

GOAL: To support and regulate domestic animal businesses established within the municipality.

OUTCOME: Improved accuracy of Council's pet registration database and greater adherence to legislation and improved community awareness and education with an emphasis on responsible animal ownership. A reduction in animal complaints and greater adherence to legislation. Increased access to Council services.

Action	Measure	When
Audit all Domestic Animal Businesses annually to ensure compliance to legislation.	Number of Audits conducted.	Annually
Maintain accurate and relevant information on Council's website advising how to register a Domestic Animal Business.	Dedicated page on Domestic Animal Businesses to be developed and regularly checked for accuracy. Number of hits the webpage receives.	Bi-monthly
Ensure that details of all registered Domestic animal Businesses are reported to Animal Welfare Victoria annually.	Number of Domestic Animal Businesses reported annually to Animal Welfare Victoria.	Annually

5. Annual Review and Annual Reporting

Actions identified in the Plan will commence in the 2025-2026 financial year and conclude at the end of the 2029-2030 financial year.

Latrobe City Council will review the Plan annually and, if appropriate, amend. Any amendment of the Plan will be provided to the Department of Agriculture's Secretary. An evaluation of our implementation of the Plan will be published in Latrobe City Council's Annual Report.

A full review of this Plan will be undertaken during the 2028/2029 financial year and will inform the development of any future Domestic Animal Management Plans.

Any questions relating to this Plan should be directed to the Coordinator Local Laws on 1300 367 700; or via email at latrobe@latrobe.vic.gov.au; or via post to Latrobe City Council, PO Box 264, Morwell Victoria 3840.

To obtain this information in languages other than English, or in other formats including audio, electronic, Braille or large print, please contact Latrobe City Council on 1300 367 700.

DAMP Public Submissions 2025-2029**1.**

- **Personal Details**

Geraldine Chapman

You may include my name in public documents.

- **Submission**

Between 2016 and 2020 around 2,794 cats were euthanised in LCC (Domestic Animal Management Plan 2021-2025, available on the council website). I believe that this can be changed for the better. Latrobe City has a huge stray cat problem. The cats cause a nuisance to community members and kill birds and other wildlife. Many people are reluctant to trap them and hand over to the council because of its previous euthanasia policy. Locals in the community are feeding these unowned cats and forming an attachment to them, but will not hand them in, or claim ownership due to mistrust of the council, or registration and desexing fees being too high. Local rescue groups are overwhelmed by requests for help each year. Currently LCC euthanises hundreds of stray cats and dogs each year (Domestic Animal Management Plan 2021-2025).

Between 2016 and 2020, 3,992 cats were impounded. Under 10%, 347, were returned to owners, 851, were rehomed, leaving a balance of 2,794 that were euthanised. During the same period 3,275 dogs were impounded. Odds were far better for dogs being returned to owners - 2,048. An additional 636 were rehomed. This leaves 591 dogs to be euthanised. In each case the numbers are too high. And I feel it would exact an enormous mental health toll on council animal

management workers. The way cats (and dogs) are registered in the city, and managed in the region, needs to change. Banyule City council have successfully changed the way they manage cats and have cut their operating costs (BCC saved and estimated \$440,660 over 8 years), reduce mental health / stress on council workers, reduced the number of strays and unregistered animals (BCC saw a 66% reduction), reduce the number of cats and dogs being euthanised (BCC saw an 82% reduction) and reduce the number of animal related complaints (BCC saw a 32% reduction). Banyule City Council's strategy involved offering free registration and desexing, encouraging people to take ownership of local strays. Adopting this strategy saw Banyule City Council save around \$440,660 over 8 years. As LCC will soon be formulating their next strategy plan for the region it would be great to see a shift to animal management that really benefits the community, the animals and the council. I would like the council to consider reaching out to Banyule city Council to find out more information and formulate a plan to change the way strays are managed in the city. I would much prefer a sustainable solution like the city of Banyule's. You can read more about how it worked here <https://theconversation.com/how-to-cut-stray-cat-numbers-in-a-way-that-works-better-for-everyone-229291> Free Desexing While initially high, over time the number of people, and animals being desexed, may reduce significantly as less litters are born each year. The council can make use of funds offered by the State government for desexing programs <https://agriculture.vic.gov.au/livestock-and-animals/animal-welfare/victoria/cats/cat-management-initiatives> Free Registration Encourages people to take

ownership Allows for strays to be returned to owners Cat and dog curfew Ideally, I would like to see a 24/7 cat curfew to help reduce attacks on birds and wildlife. It would be great somehow if there could be some sort of grant system to help people build netted areas at their residences for cats to go outside, but I realise this is probably beyond the scope of council atm. Local rescues Work with local rescues to help manage the cat population and consult them on educating the community. I think more than anything I want the council to stop treating animals as disposable, just killing them because they are inconvenient. I want us, as a community, to do something about stopping the problem at the root cause - un-desexed populations over breeding.

2.

Please withhold my name from public documents.

- **Submission**

I write in full support of implementing a 24-hour cat curfew within our municipality. While cats are valued companions, there is strong and growing evidence that free-roaming domestic cats pose serious risks — to our environment, to public health, and to the cats themselves. A 24-hour curfew is a responsible, proven, and compassionate measure that supports both community wellbeing and native wildlife protection. 1. Protecting Native Wildlife Australia's native wildlife is under immense pressure, and domestic cats — even those that are well-fed and cared for — are responsible for the deaths of over 1.5 billion native animals each year. These include birds, mammals, reptiles, and amphibians — many of which are threatened or endangered. Implementing a cat

curfew will: • Prevent unnecessary loss of native species • Support biodiversity and ecological balance • Ensure conservation efforts are not undone by avoidable predation

2. Enhancing Cat Safety and Wellbeing Free-roaming cats face numerous hazards, such as: • Being hit by vehicles • Attacked by dogs or other animals • Exposure to toxins, diseases, or parasites • Becoming lost, stolen, or injured A curfew protects cats from these dangers, extending their lives and improving their overall health and happiness. Cats kept indoors or in secure outdoor enclosures live longer, safer lives.

3. Protecting Public Health and Hygiene One significant concern that is often overlooked is the health risk associated with cat faeces in backyard vegetable gardens. Roaming cats often use soft garden beds as litter trays, and their faeces can carry toxoplasmosis, a parasite that can infect humans — especially pregnant women, young children, and those with weakened immune systems. This contamination presents: • A genuine health risk to families growing their own food • A source of distress and frustration for gardeners and residents • A hygiene issue that is difficult to manage or prevent without containment

4. Reducing Nuisance and Community Conflict Unrestrained cats often cause problems in residential areas, including: • Fighting and howling at night • Spraying and marking property • Defecating in neighbours' yards and sandpits • Disturbing local pets or wildlife A 24-hour curfew reduces these conflicts and fosters a more respectful and peaceful community environment.

5. Encouraging Responsible Pet Ownership Cat curfews bring expectations into line with those already placed on dog owners. Requiring containment: • Promotes accountability

among cat owners • Reduces the burden on animal shelters and council resources • Encourages microchipping, desexing, and responsible care

6. Backed by Experience

Many local councils across Australia have successfully introduced 24-hour cat curfews, reporting:

- Decreased predation on wildlife
- Fewer stray and injured cats
- Improved community satisfaction

These outcomes show that with proper education and support, cat curfews are both practical and effective. In conclusion, a 24-hour cat curfew is not about penalising cat ownership — it's about protecting wildlife, respecting neighbours, ensuring public health, and keeping cats safe. It is a forward-thinking step that aligns with modern standards of animal welfare and environmental responsibility. I strongly urge the Council to adopt this curfew and lead by example in creating a safer, cleaner, and more sustainable community for all.

3.

Please withhold my name from public documents.

Submission

We reside @ Traralgon. Our neighbourhood has many rental properties who own many roaming cats' day and night. One neighbour has 3 cats. They let the ginger male cat out most nights. It defaecates in our garden, it has a path it runs through our property to reconnect with its owner's property. Our family would recommend a 24-hr property curfew on cats. Only allow cats outside with a restrain.

4.

Please withhold my name from public documents.

Submission

I would like to see free microchipping for all domestic cats & dogs. Also, a 24hr cat curfew, like they do in other municipalities. I have lost count on the number of cats I've caught in my yard overnight! I commend the staff who have collected them. Something needs to be done, before they kill my one and only chook and use my garden beds as their toilet.

5.

Personal Details

Amelia McWilliam

You may include my name in public documents.

Submission

People on receiving end of constant dog barking issues need more support. We are told to keep 24hr Diary which is a joke and not practical. My neighbour keeps dog quiet once council visits then few weeks later it starts all over again. They rely on all neighbours verifying barking, but lots are scared to get involved. Council needs a tougher stance on barking dog owners. I spoke with dog owner her reply is "dog was here and barked before you came" in this case owner is fully aware there is an issue, yet i suffer the consequences. Council needs to reassess how these issues are dealt with.

6.

Personal Details

Chloe Wood.

You may include my name in public document.

Submission

Please consider a 24-hour cat curfew. From a personal perspective, I have multiple cats visit my property a day, and owners yelling to get their cats in as late as 11pm. From an environmental scientific perspective, and as someone qualified in this area - there are many reports and data that back up the benefits to keeping cats permanently indoors. Both positives for the animal welfare but also the environment - including wildlife protection. This works excellently in Wellington Shire currently. This could be paired with education on safe cat ownership, how to build enclosures, tips and tricks!

7.

Personal Details

Jamie Curtis

You may include my name in public documents.

Submission

The cat curfew needs to increase to 24 hours to match the Baw Baw Shire. Cats will kill native animals and birds no matter the time of day. Not to mention that the current cat curfew isn't being followed or enforced. Cats should be confined to the property of their owner not free to wander around the neighbourhood.

8.

Simon Duncan

You may include my name in public documents

Submission

I read with some distress the submission on domestic cats. Lots of motherhood statements but ultimately meaningless gibberish. The reality is that people do NOT keep their cats under control. You may well hope that "every cat belongs to a caring owner who understands how to keep their pet happy, healthy, and safe at home within our municipality" but everyone knows that this is just NOT going to happen. Hope does not save wildlife, but cats do kill! The council is powerless to enforce the proposed restrictions unless you are prepared to send out council officers to patrol individual properties AT NIGHT. This is clearly not going to happen. The Curfews are a total non-sense, especially between 9pm and 6am, as though cats only kill wildlife at night! They allow council to pretend that they are doing something whilst actually doing nothing. The idea that council will fine owners for trespass sounds good but of course is utterly unenforceable. Have you ever tried to catch a wandering cat on your property at any time of the day or night, much less identify them? If you have you will realise that this is not a flyer. Are you going to send out council officers to do this? Probably not. So, who is going to? Answer: nobody. This policy has the appearance of good intentions whilst actually being just flapping gums. In the real world it has ZERO meaning. I have tried to use the council supplied traps; you know the ones where they recommend (when they are supplied) that you feed the offending animal for a week before putting out the trap. How stupid is that? In any case not one cat went anywhere near the trap so ultimately it was a total waste of council resources and my petrol to collect and return the trap! Nothing short of a requirement to keep cats under control, in runs or inside the house, 24/7 will have the slightest

effect. I have to keep my dogs under control 24/7 so why not cats? Because they are slippery and duplicitous animals who can climb fences and so are more difficult to control? Probably. But that should not matter. What should matter is the damage they do, much greater than dogs, and so the effort to control them should be consequentially greater, not less! Everything in your suggested policy is wish thinking, unenforceable and impractical. Just motherhood statements that allow the irresponsible cat owners to run riot whilst allowing the council to appear to do something, to care, whilst, in practice doing less than nothing.

9.

Personal Details

Please withhold my name from public documents.

Submission

I strongly support a 24-hour cat curfew as has been adopted by other councils. Having the curfew from 9PM to 6AM doesn't go far enough as cats kill at any time. The results are staggering. On average, each roaming pet cat kills 186 reptiles, birds and mammals per year, most of them native to Australia. (Sydney University). I live on a bush block and current cat curfews are regularly ignored. I have trapped several cats on my property and have seen the (mostly) birds that they kill. It is devastating to find that foraging parrots and other species have been killed. Please adopt a tougher stance on domestic cats. This draft doesn't go far enough. Thanks.

10.

Personal Details

Please withhold my name from public documents.

Submission

Provide information on suitable plans for domestic Cat outside enclosures. To suit rental and homeowners. Information on why it is a loving way to care for your cat, reduce trauma, injury and infections, vet bills and council pound fees.

11.

Personal Details

Please withhold my name from public documents.

Submission

As a responsible and respectful dog owner, I like to walk my dog daily for exercise for myself and my dog. I find that the very well-kept Moe Cemetery is a pleasant and safe place to walk and enjoy this daily walk. Despite the Cemetery providing dog poo bags at all entry ways and many rubbish bins to the used bags. I am very disappointed at that every day I find many dog droppings throughout the area there and often pick up after other people's dogs from this disrespect of other owners. This is not an off-leash area so the dog owners should be able to notice what their dog is doing. Apart from other people enjoying this place to walk, what about all the people attending their loved one's graves to remember them, perhaps quite regularly. WHERE IS THE RESPECT FOR OTHERS THESE DAYS? Even walking around the nearby streets, within a short distance, I daily encounter this unpleasant mess. Cat owners seem to also lack the respect buy obeying council for this

same reason, by using other people's gardens and door mats as toilets, and outdoor furniture for sleeping and mating, as well as killing native birds. We once had little blue wrens frequent our yard and nesting in shrubs nearby, but not anymore.

What is the use of Council rules if they are not enforced. Maybe we need more signs to make sure everyone knows the rules and fines that apply. Maybe parents need to start teaching their children about respect and responsibility right from an early age.

I am sure that I am not the only citizen with this viewpoint.

12.

Personal Details

Please withhold my name from public documents.

Submission

Suggestions:

1. Latrobe City Council (LCC) tell cat owners that there is a cat curfew.

Whilst the LCC has had a policy in place regarding a night cat curfew since 2017, it has yet to be fully implemented. A significant gap in the policy is that the LCC has yet to inform existing cat owners, the major stakeholders, that there is a policy.

As a cat owner myself, I began correspondence in January 2019 with the LCC Animal Team Leader to ask about developing a cat curfew. This is the only reason that I came to know that there is a policy in existence. At that time, it wasn't

even mentioned on the LCC webpage. Fast forward six years to 2025 and multiple emails later, there has been no movement by the LCC to actually notify cat owners about the cat curfew policy, and importantly, provide education for why a cat curfew is important. Logically, this would be embedded with the annual cat registration renewal notice. I understand that now the owners of newly registered cats are notified of the curfew, but LCC has failed to roll this out for existing cat owners in the past eight years. It is a frustratingly long period between enacting the policy and actually implementing/communicating it.

A LCC staff member expressed to me that ignorance is no excuse as owners should know about the cat curfew. However, I believe that unless the LCC communicate directly with cat owners, it is unreasonable to expect existing owners to be aware of a night curfew. Many constituents do not utilise social media. I wish that I shared the optimism that everyone should demonstrate awareness of the negative impact of letting cats roam outside on native wildlife, but the LCC must provide notification and education.

2. Implement a 24-hour cat containment policy.

Given that a 24-hour cat curfew/containment has been adopted by every Gippsland council (Wellington, Baw Baw, Bass Coast, Cardinia, East Gippsland and South Gippsland), it seems that the LCC is lagging behind its counterparts. A plan to implement a 24-hour curfew is not mentioned in the 2026-29 Domestic Animal Management Plan. It should be!

All of these neighbouring councils have clear website information and educational content available. Despite previous feedback regarding the poor readability of the LCC cat curfew information, it remains inconspicuously buried in verbose text.

When LCC does eventually move to a 24-hour cat containment policy, communication with cat owners needs to be front and centre of the policy for it to be fully effective.

13.

Personal Details

Please withhold my name from public documents.

Submission

Thank you for the opportunity to provide a submission. I refer to the following existing Council DAMP orders and/or laws: 3.3 Council Orders - Cat curfew between 9pm - 6am seven days a week. I submit to extend this curfew to 24 hours per day, seven days per week. Cat curfew laws in part, state cats cannot roam freely from their owner's property. Also, that cats cannot cause a nuisance for neighbours and their pets. I submit that Council actually enforce monetary penalties for breaking the cat curfews. Including when provided with clear video proof of cat curfew violation. That is, not only when a cat is trapped as not all domestic cats will enter a trap for food because they're not hungry. Additionally, increase penalty fee amounts as a genuine deterrent to owners of straying cats. Many cat owners blatantly ignore their known responsibilities even after direct contact from the Council. Also, better educate cat owners on Council laws and responsibilities of cat ownership. Many cat

owners are ignorant of the laws and their responsibilities and subsequently act very aggressively to members of the community who legally use traps within Council guidelines to control the extensive problem of roaming cats. I personally continue to be aggressively targeted by cat owners for utilising a cat trap (even a council provided cat trap). I have also been the victim of a fabricated report to Council. Plus, my wife and I were also subject to an aggressive verbal attack by a cat owner late at night just a few days ago. Finally, allow trapping of cats seven days a week with community access to contacting a council representative for a trapped cat pick up or drop off point.

DRAFT LATROBE CITY STREETSCAPE STRATEGY

PURPOSE

To present the draft Latrobe City Streetscape Strategy at **Attachment 1** and seek Council endorsement to release it for community consultation.

EXECUTIVE SUMMARY

- The draft Latrobe City Streetscape Strategy (the draft Strategy) has been developed to enhance the visual, functional and environmental quality of streetscapes across the municipality.
- An initial assessment of each town's main streets and Central Business District area was undertaken to inform the draft Strategy.
- The draft Strategy identifies key long term cost saving opportunities and provides tailored recommendations to improve the overall quality and appearance of public spaces, focusing on areas such as:
 - increasing tree canopy;
 - beautification of streetscapes;
 - enhancing pedestrian and cyclist mobility;
 - rationalisation of infrastructure;
 - providing a consistent suite of street amenities across the municipality; and
 - efficient ongoing maintenance requirements.
- The draft Strategy will inform future funding applications, capital improvement projects and ongoing maintenance and renewal activities for Council.
- The draft Strategy has been updated following feedback received at the Councillor Briefing presentation on 7 July 2025 including:
 - changing the colour of bins to charcoal, with consideration for adding Latrobe City branding decals;
 - including information regarding Council's Wood Encouragement Policy;
 - defining within the document that designs are foundational principles for future detailed design, and strategic guidance for ongoing maintenance; and
 - listing Moe / Newborough as 1 large town.

OFFICER'S RECOMMENDATION

That Council:

- a. endorses the draft Latrobe City Streetscape Strategy at Attachment 1 to be released for community feedback;**
- b. gives notice that the draft Latrobe City Streetscape Strategy will be made available for review at Council Headquarters, Service Centres and on Council's website; and**
- c. invites written submissions from the public to be received by no later than 20 October 2025.**

BACKGROUND

The draft Strategy has been developed to enhance the visual, functional and environmental quality of main streets and Central Business District (CBD) areas across the municipality. The draft Strategy has been in development for two years and underwent extensive consultation with relevant internal teams across Sustainability and Environment, City Presentation, City Assets and City Planning.

Following an initial assessment of each town's current main streets and CBD areas, the draft Strategy identified key opportunities and provides tailored recommendations.

The draft Strategy will inform future funding applications, capital improvement projects and ongoing maintenance and renewal activities for Council.

Table 1 below outlines the feedback received following the Councillor Briefing presentation on 7 July 2025 and Officer response.

Councillor Feedback	Officer Response
Concerns with the use of the colour black	<p>The images within this document are indicative only. Specific colours, shapes and sizes of street furniture will be considered further during the detailed design phase of future streetscape projects.</p> <p>Bins are now shown as charcoal in line with the core colour palette of Council's Brand Guide, with consideration for adding Latrobe City branding decals. Remaining furniture suite has remained as black to align with the purpose of the strategy to streamline maintenance activities and reduce long term costs.</p>
Consider alternate seating types	<p>The use of timber products aligns with Council's Wood Encouragement Policy. This information has been added to the draft Strategy.</p>
Need to further define within the draft Strategy that these are foundational principles for future detailed design, and strategic guidance for ongoing maintenance.	<p>Paragraph added to page 15 that states 'These plans establish the foundational principles for future detailed design and provide strategic guidance for the ongoing maintenance of street furniture as part of annual asset management'. This is also defined in the Introduction.</p> <p>'Concept Plan' added to maps.</p>
List Moe / Newborough as 1 large town	<p>This has been updated within the document.</p>

Councillor Feedback	Officer Response
Include Boolarra Avenue	<p>The main activity centre in Newborough is located along Monash Road and Rutherglen Road. This area comprises most businesses within Newborough and is classified as a 'Neighbourhood' Activity Centre. This area is included within the draft Strategy and contains existing street furniture such as light poles, fencing, bollards and bins.</p> <p>Boolarra Avenue is classified as a 'Local' Activity Centre comprising of a small number of shops and minimal street furniture, similar to Bridle Road and Rintoul Street in Morwell and Shakespeare and Henry Streets in Traralgon, which have not been included in the draft Strategy.</p>
Arbours and vertical gardens as an alternate option for shade, to reduce the loss of carparks.	<p>The Shade Structure in Tarwin Street Morwell, for example, cost approximately \$150,000 in 2020. It is considered that a similar structure would cost significantly more today and does not include the costs of ongoing maintenance and replacement of the structure as required.</p> <p>It is also considered that a structure of this size would only provide a similar amount of shade to just one tree. Therefore, multiple structures would be required to reduce the loss of carparking.</p>

Table 1 – Feedback from Councillor Briefing Presentation

ANALYSIS

Streetscapes can be fundamental in defining the functionality and aesthetic of a town. Cohesive streetscapes can enhance the walkability, safety, access and comfort for residents and visitors.

The draft Strategy recognises that existing streetscape infrastructure across the towns consists of a diverse mix of products, materials, and colours. Over time, varied approaches to streetscape upgrades have resulted in an assortment of furniture styles, paving types, and colour palettes. The various streetscapes of individual towns originated prior to the 1994 amalgamation of several local governments which led to the formation of the Latrobe City Council. At that time, each Council had adopted its own unique design theme. While these elements contribute to every town's distinct character, they have also led to a lack of visual cohesion across the municipality.

Many of the current streetscape elements, such as benches, bins, bollards and paving are outdated or no longer fit for purpose. This aging infrastructure presents increasing challenges for ongoing maintenance. The lack of consistency across towns means that maintenance team are required to source and manage a wide variety of replacement parts and materials, increasing procurement costs and reducing efficiency. In some cases, certain products are no longer manufactured, compounding the difficulty of upkeep.

A key opportunity of the draft Strategy includes developing a consistent suite of street furniture, materials and paving types that can be used across towns in a way that balances individual town character with broader municipal cohesion. By doing so, Council can streamline maintenance activities, reduce long term costs and improve the overall quality and appearance of public spaces.

Another key opportunity of the draft Strategy is to increase urban tree canopy cover. This can provide a range of health and environmental benefits and improve the overall presentation and vibrancy of CBD's, supporting business activity and potentially attracting additional investment.

A number of additional factors are considered to enable planting additional street trees within the streetscape including:

- modifying line marking for parking bays;
- retaining all access to existing properties and side streets; and
- minimising modifications to existing kerbs to reduce construction costs.

Whilst the draft Strategy aims to retain as much car parking as possible, some adjustments to existing spaces will help make way for a greener, cooler urban environment through increased tree canopy cover. In most locations, these changes will be more than offset by new parking delivered through the Regional Car Parks Fund (RCPF), resulting in an overall net gain in parking across the municipality.

Proposed on-street parking adjustments are outlined in Table 2 below, alongside the additional spaces delivered or currently being delivered under the RCPF.

Town	Canopy cover increase	% or Number of On-street car parks lost	Additional car parks (RCPF)
Moe	8.5% to 14.5%	1.4%*	101
Morwell	7% to 13.8%	0.9%*	247
Traralgon	6.6% to 17.2%	4.06%*	552
Churchill	4.3% to 13.9%	1	0
Newborough	3.3% to 18.8%	0	2 (non RCPF)

**Data only available for these three towns to provide %*

Table 2 – Proposed On-Street Parking Adjustments

The draft Strategy also highlights an opportunity to enhance roundabouts across the municipality to improve pedestrian and cyclist safety and proposes a hierarchy for roundabout design to ensure a balanced approach between good urban design and manageable maintenance requirements.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
SERVICE DELIVERY Increasing urban tree canopy cover will increase street cleaning costs.	Medium Likely x Minor	Ensure maintenance budget allows for increase costs.
FINANCIAL Failure to implement recommendations and priorities within the draft Strategy due to budget constraints.	Medium Possible x Moderate	The draft Strategy will be used to guide ongoing maintenance, inform budget bids and seek relevant external funding opportunities.
STRATEGIC Community resistance due to the loss of carparking within CBD areas, in particular Traralgon where the highest loss is proposed.	Medium Likely x Minor	The draft Strategy outlines the significant benefits of increasing tree canopy within CBDs. In addition there has been an overall increase of car parks that have recently been delivered via the Regional Car Parks Fund.

CONSULTATION

Extensive consultation with relevant internal teams across Sustainability and Environment, City Presentation, City Assets and City Planning has informed the draft Strategy. Following approval from Council, the draft Strategy will be released to the community for their feedback.

COMMUNICATION

The draft Strategy will be released via Council's Have Your Say platform and promoted via the Council noticeboard and social media. In addition, hard copies will be made available at Service Centres.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* is required as the draft Strategy will have a significant and direct impact on the community. This will be undertaken by officers before seeking endorsement on the final document.

Social

Improvements to streetscapes within main streets and CBD areas can have significant social consequences, shaping how people interact with their surroundings and each other. Benefits may include enhanced community engagement, improved accessibility and inclusivity, and increased safety and security.

Cultural

Significant and recognisable installations will be retained to ensure towns do not lose their historical or cultural character.

Health

Increasing urban tree canopy cover improves air quality which supports better cardiovascular health and enhanced immune function. Living in areas with more tree cover has been linked improved mental health.

Environmental

Increasing urban tree canopy cover has significant environmental benefits, helping to create cooler, greener, and more resilient cities.

Economic

Increasing urban tree canopy cover reduces energy costs due to decreased temperature, and local business benefit from increased foot traffic, more visitations and extended shopping times.

Financial

Developing a consistent suite of street furniture, materials and paving options will streamline maintenance activities and reduce long terms costs.

Attachments

1. Draft Latrobe City Streetscape Strategy

8.2

Draft Latrobe City Streetscape Strategy

1	Draft Latrobe City Streetscape Strategy	58
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Latrobe City Streetscape Strategy June 2025 DRAFT



Contents

ACKNOWLEDGEMENT OF COUNTRY

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

1.	Introduction	1
1.1	Project Objectives	1
1.2	Traditional Owners	2
2.	Strategic Context	3
3.	Streetscapes	4
3.1	Site Constraints and Opportunities	5
3.2	Furniture and Paving Suite	7
3.3	Benefits of Increased Canopy Cover	10
3.4	Opportunities to Enhance Roundabouts	13
3.5	Site Recommendations	15
4.	Indicative Costing	44
4.1	Streetscapes	44



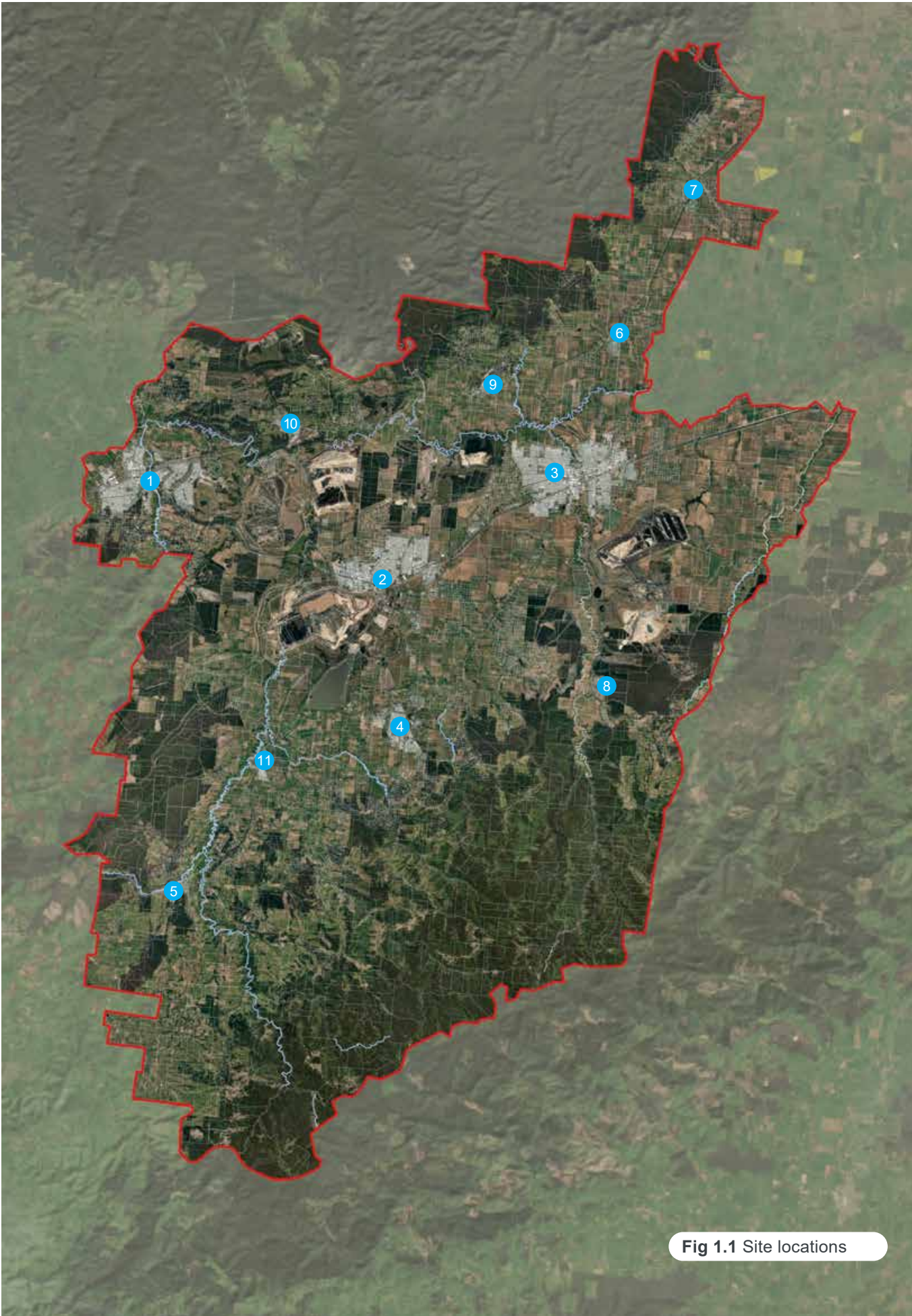


Fig 1.1 Site locations

1. Introduction

Latrobe City is located in the Gippsland region of Victoria, about 150 kilometres south-east of Melbourne. The municipality is bounded by Baw Baw Shire in the north and north-west, Wellington Shire in the east and south-east, and South Gippsland Shire in the south-west. The 2025 population for Latrobe City is estimated as 80,524 and is forecast to grow to 93,609 by 2046.⁶ Latrobe City includes four major towns of Moe / Newborough, Morwell, Traralgon and Churchill as well as the townships of Boolarra, Glengarry, Traralgon South, Toongabbie, Tyers, Yallourn North and Yinnar.

The Streetscape Strategy will be used to guide the detailed design and enhancement of streetscapes across the municipality. This plan will inform future funding applications, capital improvement projects, and ongoing maintenance activities. As part of this initiative, Council has identified a number of key locations to be assessed and prioritised for potential upgrades.

- Key Streetscapes**
- 1 Moe / Newborough
 - 2 Morwell
 - 3 Traralgon
 - 4 Churchill
 - 5 Boolarra
 - 6 Glengarry
 - 7 Toongabbie
 - 8 Traralgon South
 - 9 Tyers
 - 10 Yallourn North
 - 11 Yinnar

1.1 Project Objectives

The key objectives of this Plan are to identify opportunities and give recommendations within the study boundary for each town. The Plan addresses the following:

- Increase tree canopy
- Beautification of streetscapes
- Enhance pedestrian and cyclist mobility
- Rationalisation of infrastructure
- Recommend a consistent suite of street amenities across the municipality
- Efficient ongoing maintenance requirements

6 <https://forecast.id.com.au/latrobe/about-forecast-areas?WebID=10>



1.2 First Nation community

The Registered Aboriginal Party are the Gunaikurnai People. The Gunaikurnai People are represented by the Gunaikurnai Land and Waters Aboriginal Corporation.⁷

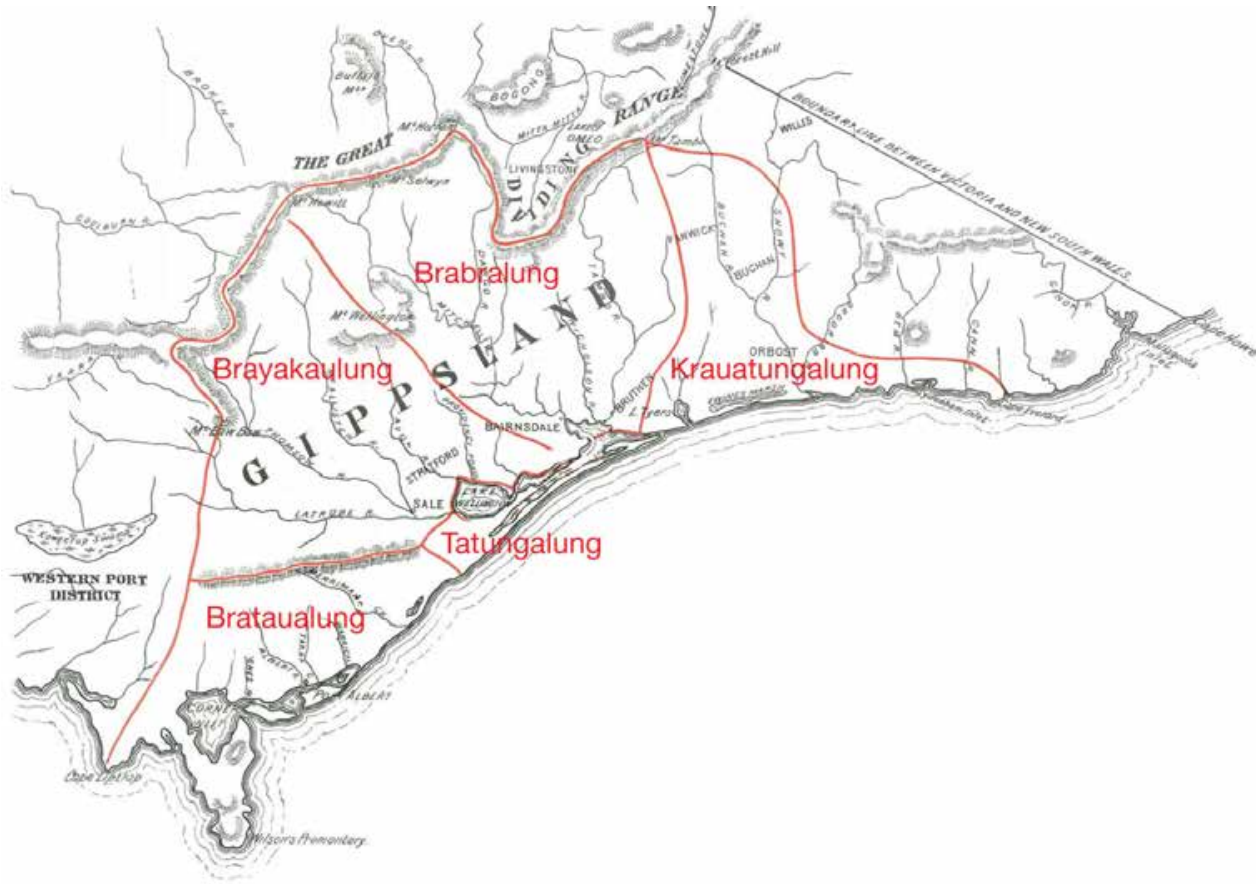

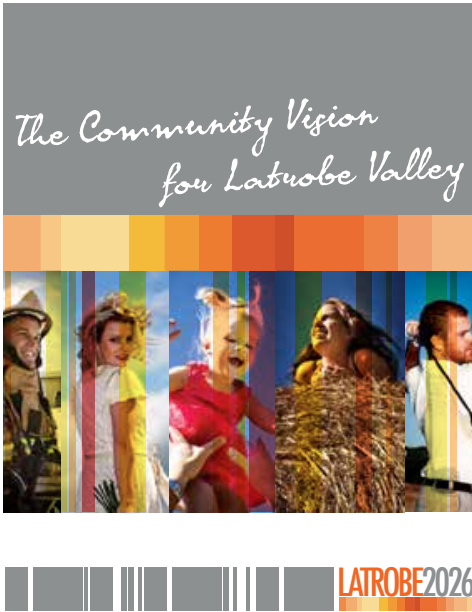

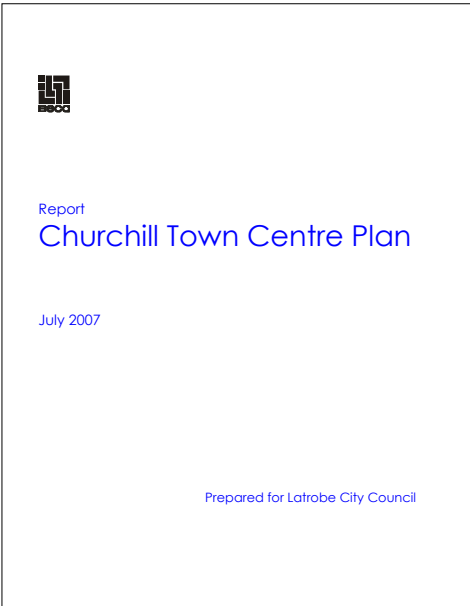
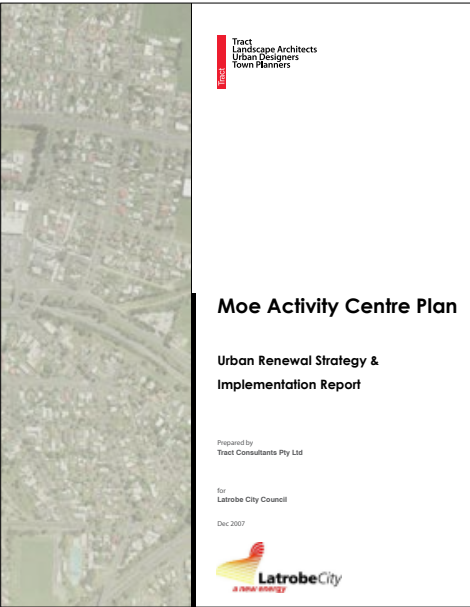


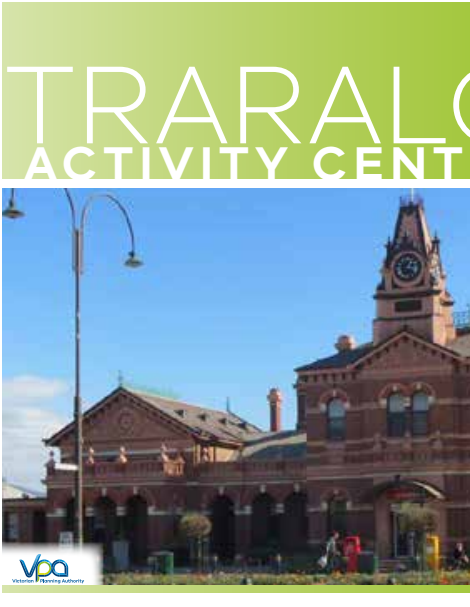


Fig. 1.2 The Five Clans of the Gunaikurnai.
Source: The Gunaikurnai Land and Waters Aboriginal Corporation

⁷ <https://achris.vic.gov.au/weave/wca.html>

2. Strategic Context

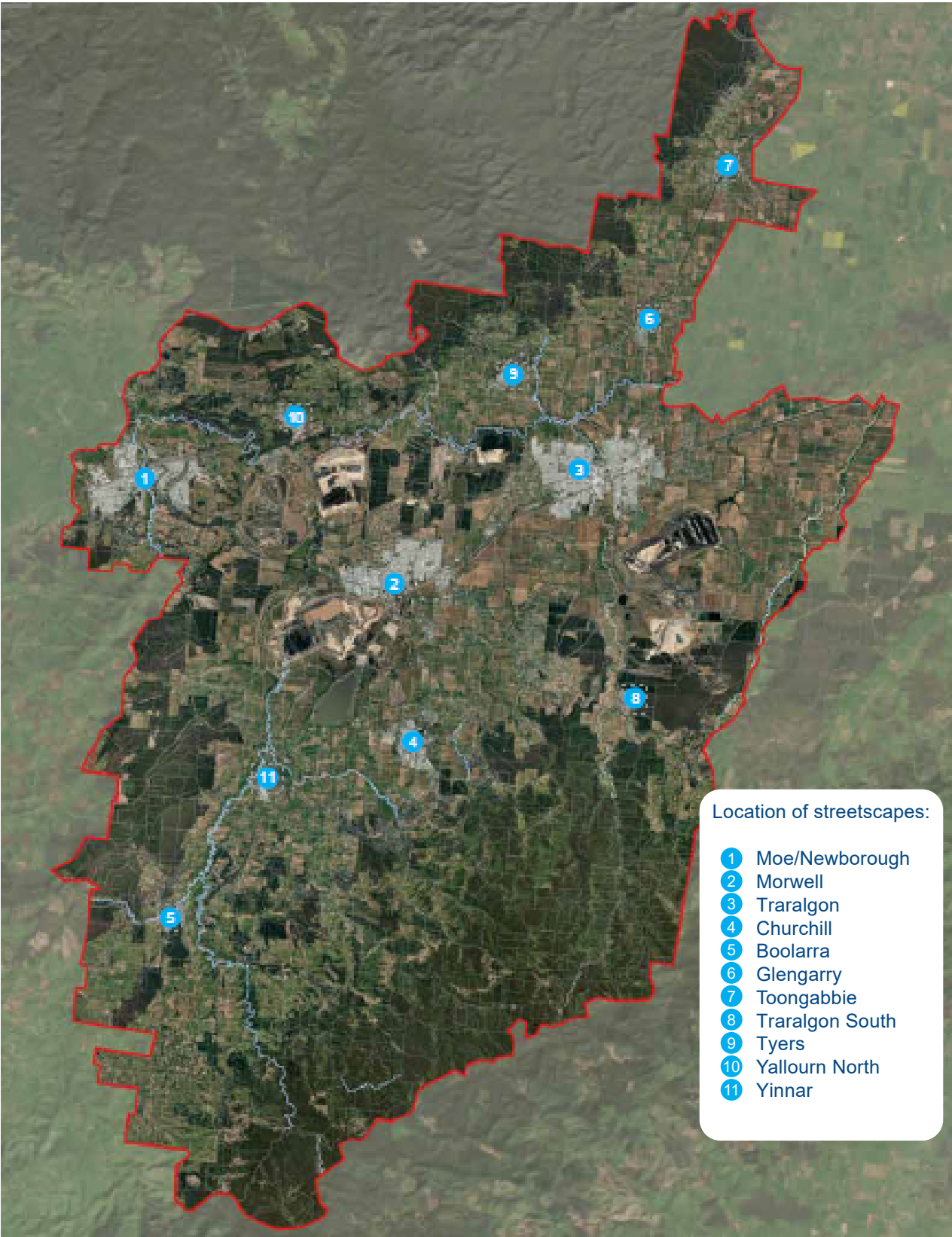
A number of existing strategies, plans, reports and data relevant to this study were reviewed as part of the background information analysis. Below is a list of the documents reviewed as part of this study that influence the development of the Latrobe City Streetscape Strategy

			
Latrobe City Council Plan 2025 - 2029 (Latrobe City Council)	Latrobe 2026 (Latrobe City Council)	Latrobe Healthy Urban Design (Latrobe City Council, 2008)	Churchill Town Centre Plan (BECA, 2007)
			
Moe Activity Centre Plan (Tract, 2007)	Moe Rail Precinct Revitalisation Project Master Plan (SJB Urban, 2009)	Morwell Activity Centre Plan (Hansen Partnership Pty Ltd and Movement & Place Consulting, 2023)	Traralgon Activity Centre Plan (Victorian Planning Authority, 2018)

3. Streetscapes

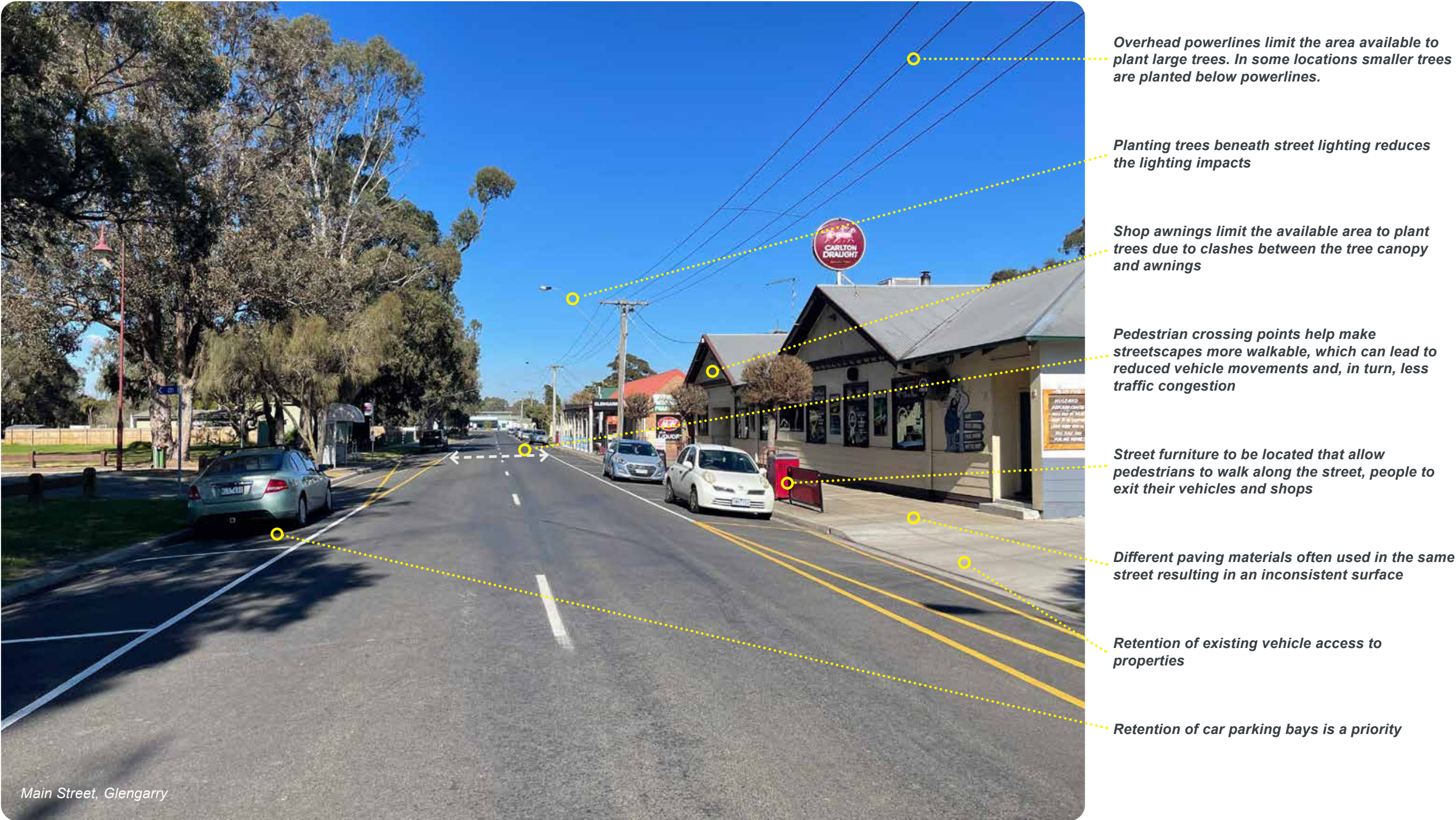
Streetscapes can be fundamental in defining the functionality and aesthetic of a town. Cohesive streetscapes can enhance the walkability, safety, equitable access and comfort for residents and visitors.

Streetscapes in the following towns have been investigated as part of this project.



3.1 Site Constraints and Opportunities

There are a number of site constraints which influence the design of streetscapes. The following image illustrates some of the key constraints and opportunities across the municipality.



Latrobe City Streetscape Strategy



3.2 Furniture and Paving Suite

Across the towns included in the study area, the existing streetscape infrastructure is a patchwork of varying products, materials, and colours. Over time, different approaches to public realm upgrades have led to a mix of street furniture styles, paving types, and colour palettes. While these elements can help define the unique character of each town, they have also contributed to a lack of visual cohesion across the municipality.

Many of the current streetscape elements, such as benches, bins, bollards, and paving, are outdated or no longer fit for purpose. This aging infrastructure presents increasing challenges for ongoing maintenance. The lack of consistency across towns means that maintenance teams are required to source and manage a wide variety of replacement parts and materials, increasing procurement costs and reducing efficiency. In some cases, certain products may no longer be manufactured, compounding the difficulty of upkeep.

A key opportunity of this plan includes developing a consistent suite of street furniture, materials, and paving types that can be used across towns in a way that balances individual town character with broader municipal cohesion. By doing so, Council can streamline maintenance activities, reduce long-term costs, and improve the overall quality and appearance of public spaces.

3.2.1 Existing furniture suite

The following table is a comparison of existing furniture found within the study area. There is a variety of products and colours of seats, bollards, fences, bike hoops, tree guards and light poles. A single style of bin has been used extensively but varies in colour.

	Seats	Bins	Bollards / Fencing	Other
Churchill				
Moe				
Morwell				
Traralgon				
Other Towns				

3.2.2 Proposed furniture suite

Below is the proposed furniture suite for the Latrobe City municipality. The furniture suite is a consistent suite of street furniture items to simplify maintenance and procurement costs. Where existing elements are to be retained, for example tree cages and light poles, they should be powdercoated or painted black to match the proposed suite. Where increased canopy cover can be achieved, consider removing furniture that may hinder installation of additional or larger trees such as tree cages, and raised planters. The use of timber products aligns with Council's Wood Encouragement Policy.

Seats



- Product: Timber batten with steel frame.
- Battens: spotted gum timber battens
 - Frame: galvanised steel
 - Frame Colour: black powdercoated

Picnic Setting



- Product: Timber batten with steel frame.
- Battens: spotted gum timber battens
 - Frame: galvanised steel
 - Frame Colour: black powdercoated

Bins



- Product: Perforated panel bin
- Size: 120L
 - Panel: Perforation circles in corners
 - Cover: Pyramid low
 - Panel Colour: charcoal
 - Consider adding Latrobe City branding decals

Bollards



- Product: slim stainless steel bollard with domed top.
- Colour: black
 - Size: 125mm diameter x 900mm height

Bicycle Hoops



- Product: semi bicycle hoop.
- Colour: brushed stainless steel.
 - Size: 845mm wide x 850mm height. Tube diameter 50mm

Light poles and luminaires



- Product: VicPole Boulevard light pole
- Black
 - Existing light poles to be retained and repainted black, following appropriate surface preparation and use of specified coatings to ensure long-term durability

NOTE: The images within this document are *indicative only*. Specific colours, shapes and sizes of street furniture will be considered further during the detailed design phase of future streetscape projects.

3.2.3 Existing paving suite

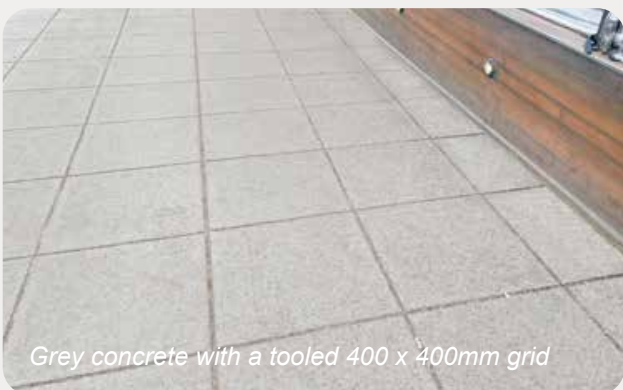
Paving types across the municipality vary in type, colour and condition. In some towns there is quite a consistent use of materials which is a result of previous streetscape renewal projects. But there is also a variety of paving materials used which may be a result of new development, town centres growing as new businesses are created and repairs to existing streetscapes.

The following images illustrate the different paving materials within the towns being investigated.



3.2.4 Proposed paving suite

The implementation of a consistent paving suite provides maintenance efficiencies and reduces recurring maintenance costs. The following paving materials are proposed options to be used across the towns.



3.3 Benefits of Increased Canopy Cover

Urban greening including increasing tree canopy cover has been identified by the Victoria government as providing a range of benefits for our cities.

Environmental benefits

Increased urban tree canopy cover provides significant environmental benefits, helping to create cooler, greener, and more resilient cities. According to the Department of Environment, Land, Water and Planning (2017), expanding tree canopy mitigates the urban heat island effect by lowering ambient temperatures, which improves thermal comfort and reduces energy demand for cooling. It also enhances air quality by filtering pollutants and provides habitat to support biodiversity within urban areas. Additionally, greater canopy cover contributes to improved stormwater management by intercepting rainfall and reducing runoff, thereby protecting waterways and reducing flood risks. Overall, urban greening is a key strategy in adapting cities to the impacts of climate change while improving environmental quality and liveability.⁶

Health benefits

While scientific evidence on the precise extent of cooling as a result of increasing canopy cover is variable, research suggests that cooling benefits increase significantly once canopy cover exceeds 40%. Cooling effects are non-linear, with greater benefits achieved as canopy cover scales up.⁷ Plan Melbourne 2017-2050 notes the following:

Urban intensification will add to the urban heat-island effect unless offsetting measures are implemented. Greening the city can provide cooling benefits and increase the community’s resilience to extreme heat events. Temperature decreases of between one degree Celsius and two degrees Celsius can have a significant impact on reducing heat-related morbidity and mortality.⁸

Economic benefits

Street trees offer significant economic benefits for traders by enhancing property values, increasing foot traffic in shopping areas, and reducing energy costs. Green streets make commercial areas more attractive, encouraging more visitors and extended shopping times, which supports higher retail turnover. The presence of trees also improves the local microclimate, providing shade and cooling that reduces building energy consumption for air conditioning. Together, these benefits make green streets a strategic investment for boosting economic vitality in urban centres.⁹

Safety

Street trees positively influence both traffic and pedestrian safety by creating visual cues that enhance driver awareness. Urban street trees can form a perceived edge along roadways, which induces visual complexity that demands greater attention from drivers, thereby reducing their speed. Studies show that trees create a sense of separation between roads, buildings, and other infrastructure, which can help in forming a “visual wall” that makes drivers more aware of their surroundings.¹⁰

6 Department of Environment, Land, Water and Planning (DELWP), 2017. Plan Melbourne 2017–2050: Metropolitan Planning Strategy. Melbourne: Victorian Government.
7 Rahman, M.A. et al, 2024. More than a canopy cover metric: Influence of canopy quality, water-use strategies and site climate on urban forest cooling potential. Landscape and Urban Planning, 248, p.2.
8 Department of Environment, Land, Water and Planning (DELWP), 2017. Plan Melbourne 2017–2050: Metropolitan Planning Strategy. Melbourne: Victorian Government, p.117.
9 Kotzen, B., 2018. Economic benefits and costs of green streets. In: Nature Based Strategies for Urban and Building Sustainability, Chapter 4.6, pp. 319-331
10 Zhu, M., Sze, N.N. and Newnam, S., 2022. Effect of urban street trees on pedestrian safety: A micro-level pedestrian casualty model using multivariate Bayesian spatial approach. Accident Analysis & Prevention, 176. <https://doi.org/10.1016/j.aap.2022.106818>.

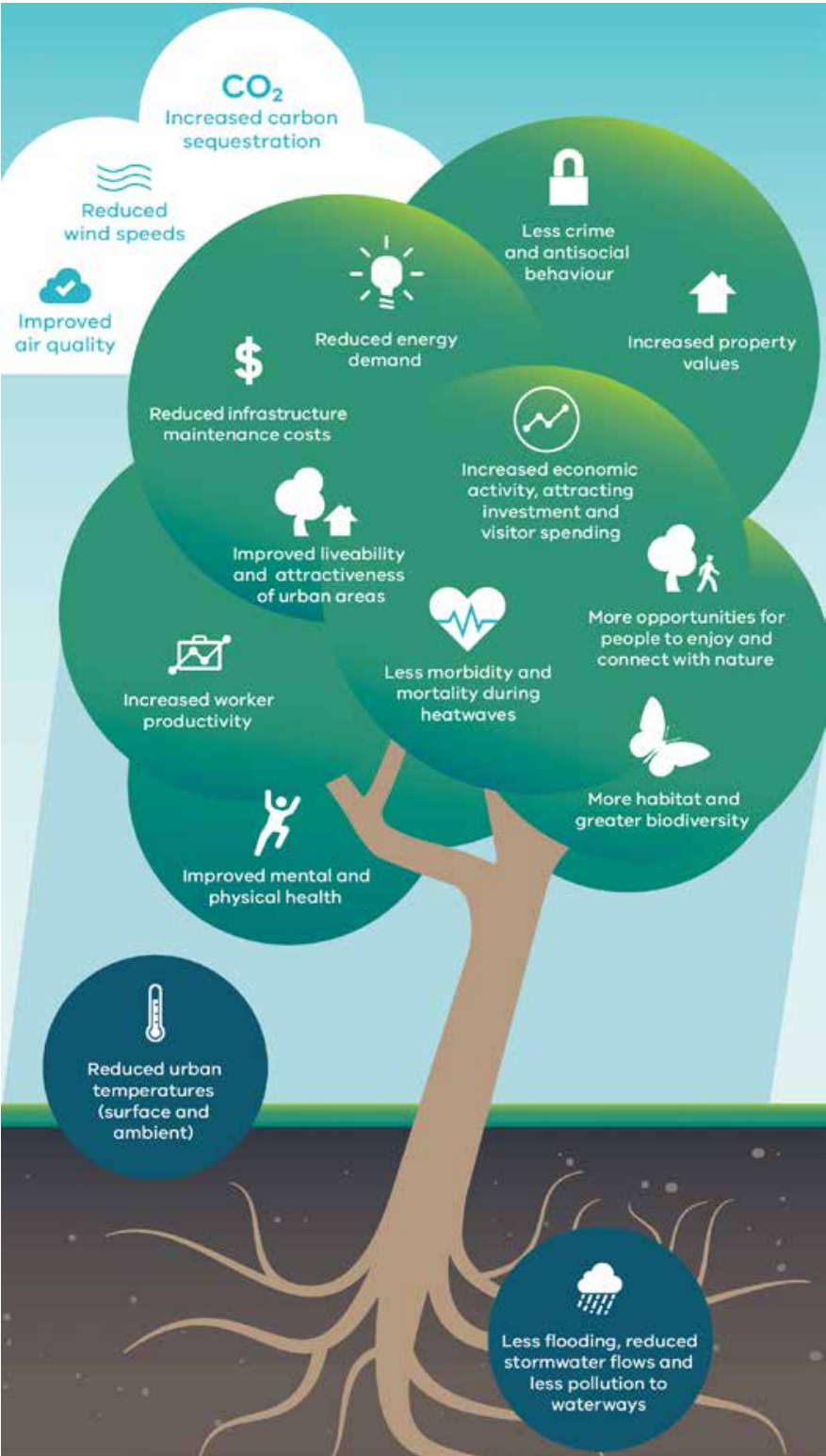


Fig. 3.3.1 Benefits of Urban Greening
Source: Plan Melbourne 2017-2050, DEWLP/DEECA, 2017, p117.

3.3.1 Canopy cover analysis

Existing canopy cover percentage has been calculated in the following way:

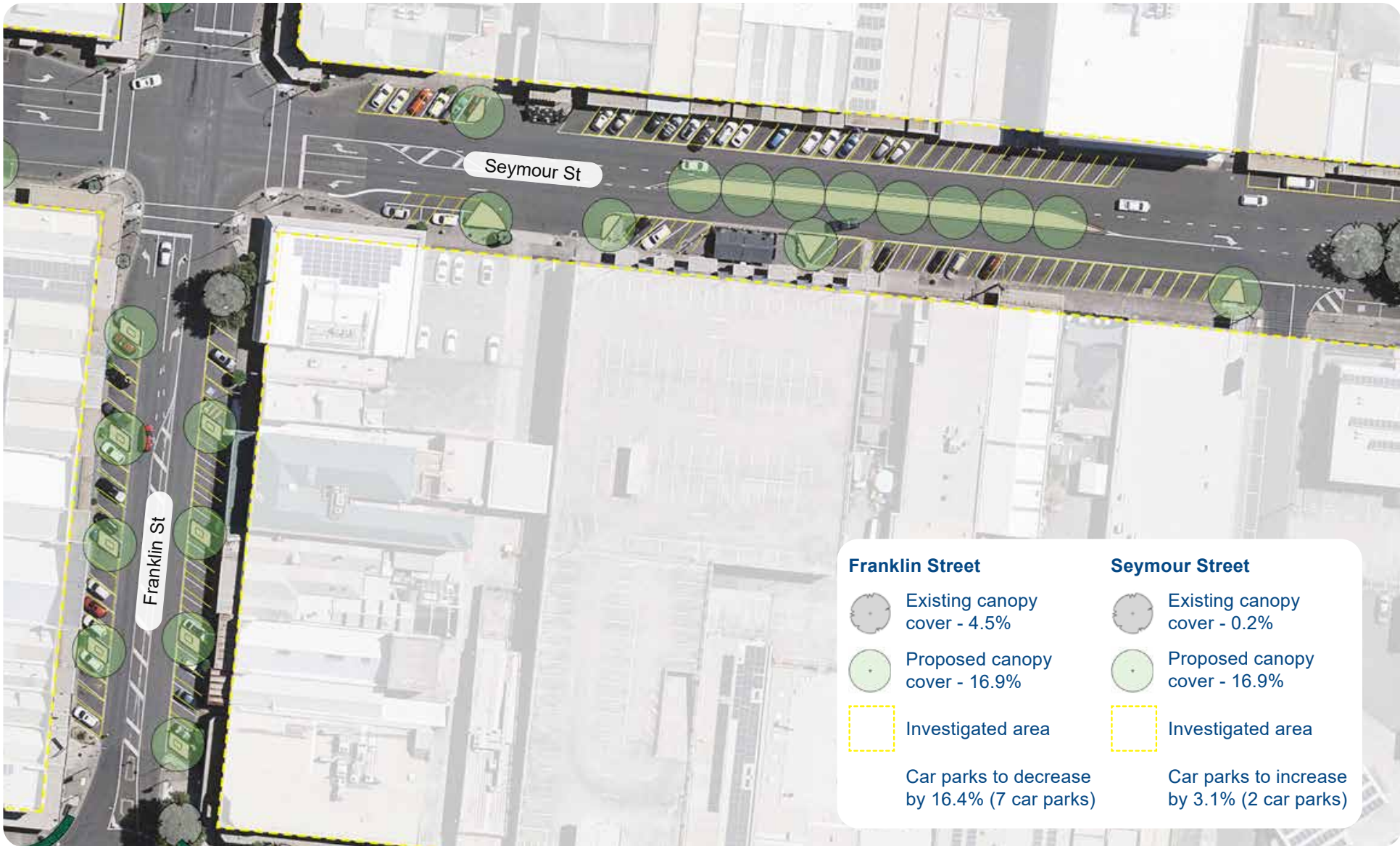
- calculating the existing area of streetscape
- analysing the existing street tree canopy coverage (in m2) within that area.

The proposed tree canopy cover is based on a typical street tree of 8m diameter which is approximately at 80% of the expected mature tree size for commonly used street tree species. In areas where trees conflict with overhead powerlines, an upright street tree of 4m diameter which is approximately at 80% of the expected mature size is proposed.

A number of additional factors are considered to enable planting additional street trees within the streetscape including:

- modifying line marking for parking bays to minimise car parking losses
- retaining all access to existing properties and side streets
- minimising modifications to existing kerbs to reduce construction costs

The adjoining image illustrates the comparison between existing canopy cover and proposed canopy cover within a city block along Seymour Street and Franklin Street, Traralgon.



3.3.2 Planting trees within streetscapes

In many of the central urban areas, certain tree species planted in the past have proven unsuitable for modern infrastructure and community needs. A notable example is the London Plane Tree (*Platanus x acerifolia*), which, while offering substantial shade, has invasive root systems that can damage pavements and underground utilities. Hotham Street in Traralgon illustrates this issue, where the roots of mature Plane Trees have caused significant damage to footpaths and roads, leading to safety hazards and increased maintenance costs. Existing inappropriate tree species will be phased out at the end of their natural lifespans. Replacement species are selected from the Council's Street Tree List - found at https://www.latrobe.vic.gov.au/Street_Tree_List - ensuring compatibility with urban infrastructure and environmental conditions. This list includes a variety of native and exotic species chosen for their suitability to specific sites, considering factors like root behavior, canopy size, and maintenance requirements. Choosing species well-suited to the site's surrounding environment will help to minimise maintenance needs and ensure long-term success. Passive irrigation methods should be considered to support tree health in urban environments.

Overhead powerlines and shop awnings often prevent trees being planted in the footpath. Alternative locations within the streetscape including outstands and median strips can be a successful way to plant additional trees.

Outstands

Outstands provide an opportunity to increase canopy cover by planting larger trees that avoid shop awnings or overhead powerlines. The realignment and repainting of parking lines is a cost effective way to add outstands whilst achieving the aim of minimal loss of parking. Outstands are only suitable for streetscapes with speed limits 60kmh or less.

The following illustrations show how outstands can increase the canopy cover of a street by planting trees away from overhead powerlines, shop awnings and footpaths.

Fig. 3.3.3 Typical layout of trees in outstand with (below) parallel parking

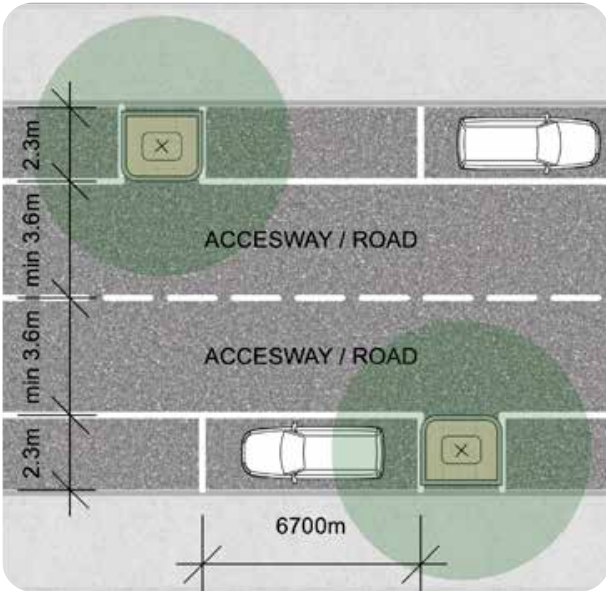
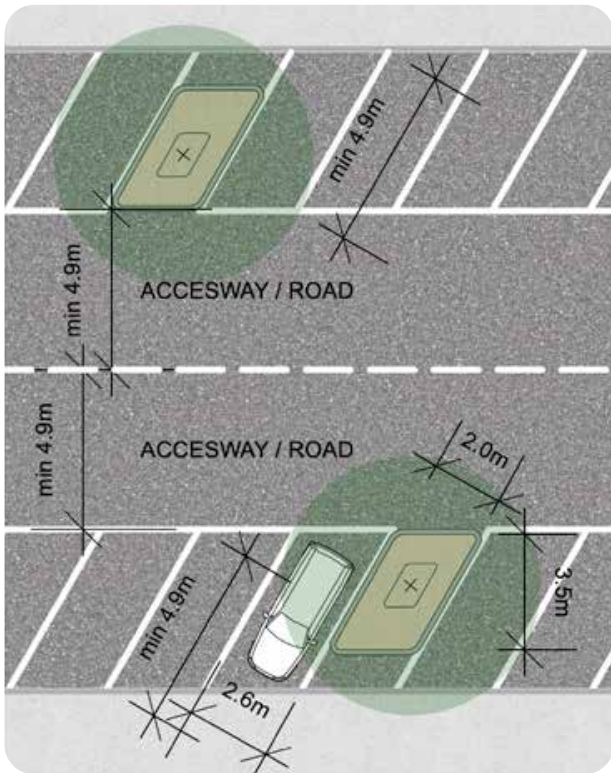


Fig. 3.3.4 Typical layout of trees in outstand every 5 (right) car parks with 60° angled parking



Median strips

Installing median strips on wide roads is another way to increase canopy cover. Where space allows, they also offer an opportunity to plant trees away from shop awnings to avoid potential conflicts. In addition the creation of medians can assist traffic calming and provide refuges for pedestrian at crossing points. Medians are suitable for streetscapes with speed limits 60kmh or less.

The following illustrations show how median strips can enable tree plantings that increase the canopy cover in streets that have existing parallel and angled parking bays.

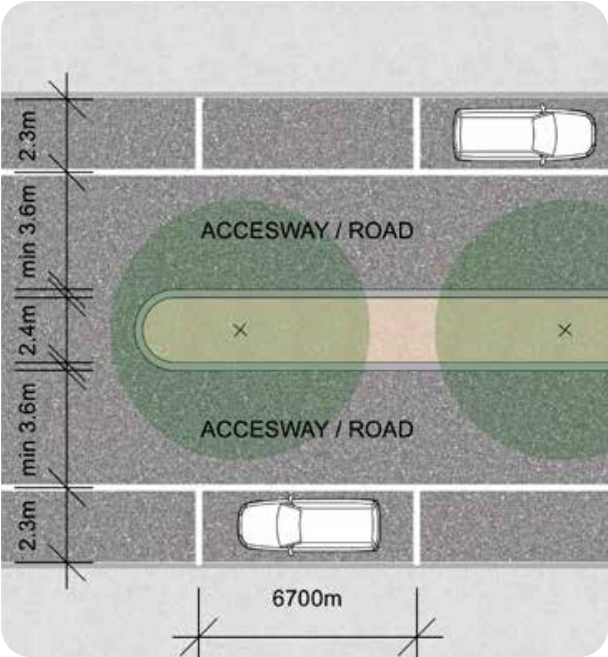


Fig. 3.3.5 Typical layout of trees in median with parallel parking

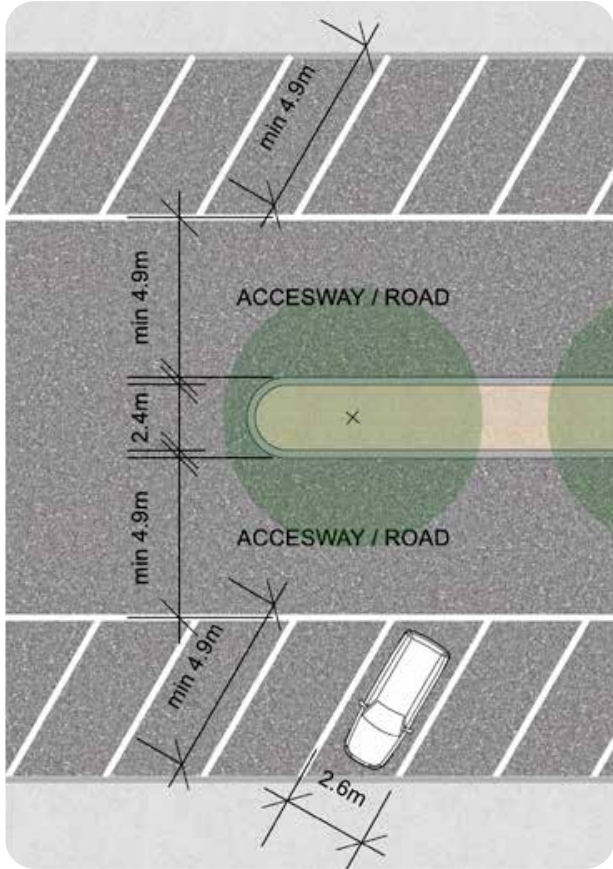


Fig. 3.3.6 Typical layout of trees in median with 60° angled parking

Tree surround surface treatment

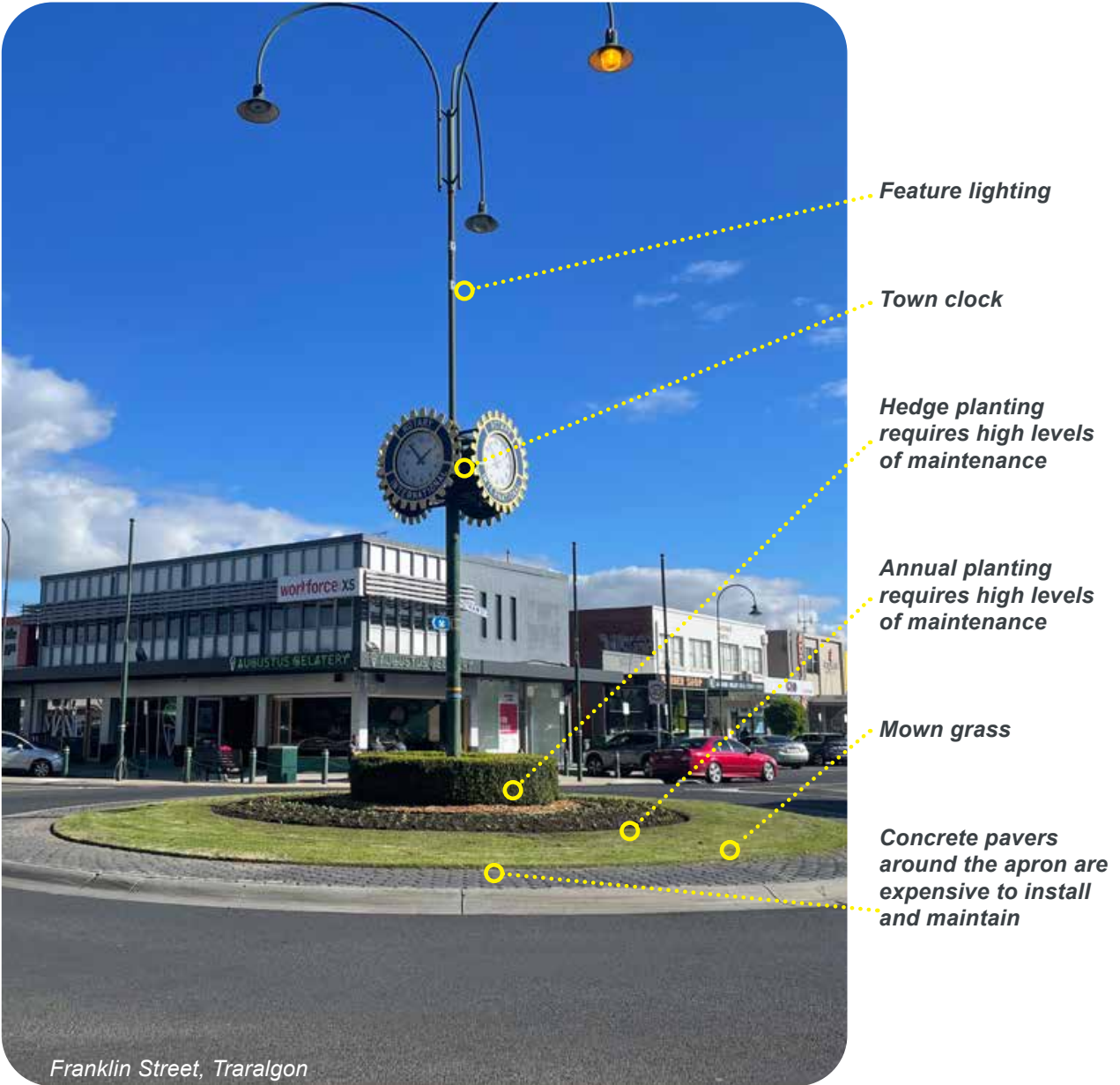


3.4 Opportunities to Enhance Roundabouts

3.4.1 Existing roundabouts

Within the study area, existing roundabouts vary in materials including brick walls, concrete and brick aprons, annual garden beds, exotic shrub planting, grass and trees as well as installations such as light poles and town clocks. Maintenance requirements vary depending on the type of plantings within the roundabout and the level of hard landscape construction such as brick walls.

The following and adjoining images illustrate the different materials used in roundabouts within the towns being investigated.



3.4.2 Proposed roundabouts

Roundabouts may be good for traffic management but they are bad for pedestrians and cyclists as vehicle movement has priority over all other users. In areas with a high level of pedestrian movements, such as town centres, roundabouts are progressively being removed or modified to include crossings with pedestrian priority. Increasingly roundabouts are also being retrofitted to include cycling lanes to encourage more people to safely cycle and use emerging micro-mobility options (eg. e-scooters), which reduces demand for car parks.

The following recommendations can reduce the maintenance requirements for roundabouts:

- Remove feature walls
- Replace brick aprons with concrete (plain or exposed aggregate) aprons
- Retain existing installations such as light poles and clocks
- Ensure road safety signs are retained and visible
- Use trees and plants to create identifiable and consistent roundabout character, while taking into consideration species selection to ensure visibility for drivers and pedestrians.
- Prioritise planting trees over groundcovers in the centre of roundabouts while maintaining safe views
- Install mulched garden beds featuring locally indigenous plant species
- Install landscape features such as boulders to deter drivers from driving over the roundabout

To ensure a balanced approach between good urban design and manageable maintenance requirements, a hierarchy for roundabout design can guide the selection of features and planting based on the roundabout's location, visibility, and strategic importance.

Gateway Roundabouts (e.g. town entrances or key arrival points)

Purpose: High visual impact, create a sense of arrival and identity.

Features:

- Signature feature trees or large planting schemes
- Sculptural or public art elements
- Higher-maintenance planting may be justified due to prominence
- Integrated lighting or signage
- Clear sightlines and consideration of key views (e.g. historic buildings)

Primary Roundabouts (major intersections or near commercial centres)

Purpose: Enhance urban design while maintaining efficient traffic flow.

Features:

- Moderate feature planting (e.g. small trees or structured shrubs)
- Low to moderate maintenance species
- Strong focus on maintaining visibility and safety

Secondary or Neighbourhood Roundabouts

Purpose: Local scale greening and traffic calming.

Features:

- Low-maintenance, hardy plant species
- Groundcovers, grasses, or small upright trees that don't impede sightlines
- Minimal intervention to reduce ongoing maintenance burden

Functional Roundabouts (industrial areas or low-visibility locations)

Purpose: Safety and function prioritised over aesthetics.

Features:

- Minimalist treatment (e.g. hardy groundcovers)
- No vertical elements that may affect visibility
- Simple, cost-effective, and durable materials

The adjoining images illustrate ways to improve the appearance of roundabouts.



Where light poles currently exist within roundabouts, consider adding directional signs.

Install mulched garden beds.



A feature tree or a cluster of trees can be planted in roundabouts without light poles in the centre. Trees can provide a barrier preventing vehicles from driving through the roundabout; however sightlines must be carefully considered to ensure visibility for drivers and pedestrians is maintained, and that important views are not obstructed.

Ensure road safety signs are retained and visible.

Installing rocks or lower kerbs as a cheaper option to construct and maintain compared to feature walls.

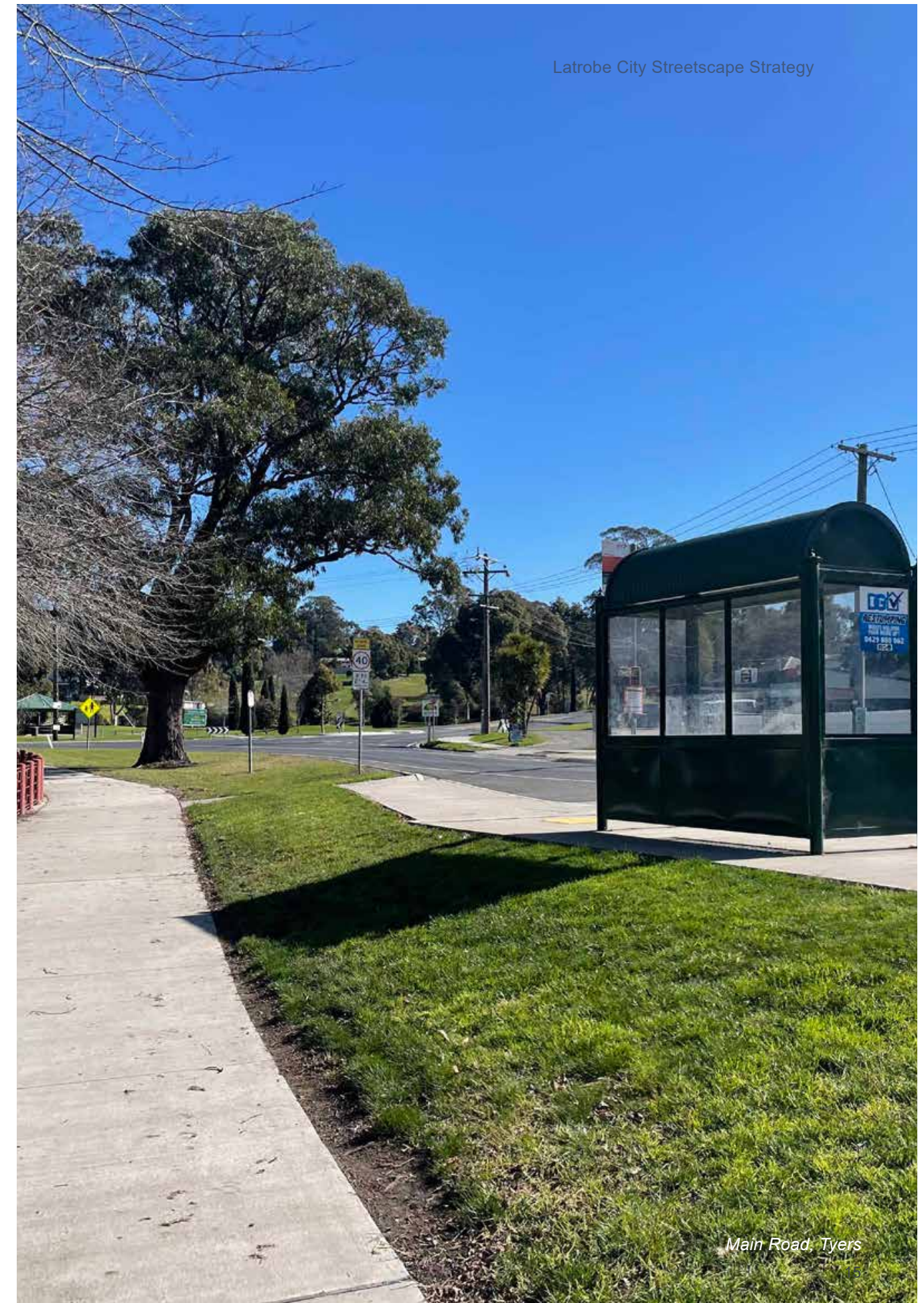
Concrete apron, either plain or exposed aggregate.

3.5 Site Recommendations

The following concept plans outline key opportunities and recommendations within the study area. These plans establish the foundational principles for future detailed design, and provide strategic guidance for the ongoing maintenance of street furniture as part of annual asset management.

All proposed tree plantings should follow the principle of selecting the right tree for the right location, ensuring suitability for the specific site conditions. Additionally, species should be chosen from Council's preferred tree list to maintain alignment with local planting guidelines and support broader urban canopy objectives.

Street furniture, paving treatments, roundabouts, and other public realm elements should also align with the proposals outlined above to ensure a cohesive and effective streetscape strategy.



3.5.1 Moe



Site Issues and Opportunities

The following issues and opportunities have been identified for this site.

- Existing brick paving in poor condition, especially in areas unprotected by shop awnings.



- The upgraded rail precinct paving has areas of asphalt with bluestone banding, and sawn concrete pavers.
- There are trees planted in parking bays along Albert Street, Moore Street and Kirk Street, causing issues for drivers.
- George Street has poor canopy cover.
- The existing furniture suite is in poor condition.

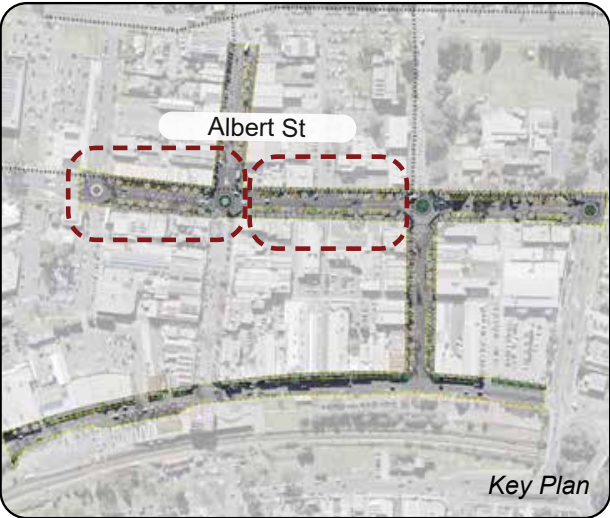


Opportunities to increase canopy cover

The following potential benefit can be achieved:

- Increase canopy cover from approximately 8.8% to 14.5%.
- The realignment of car parking bays will decrease the total number of car parking bays by approximately 4.4% (13).

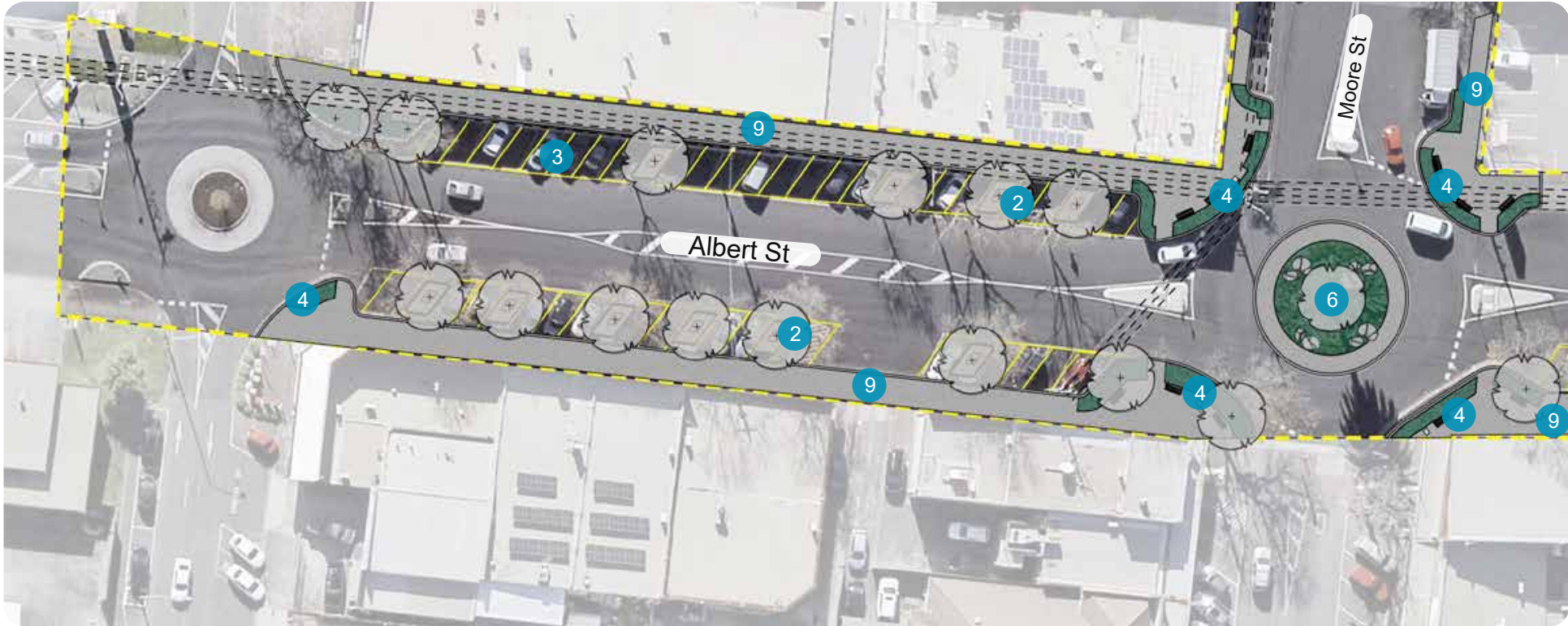
Moe Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

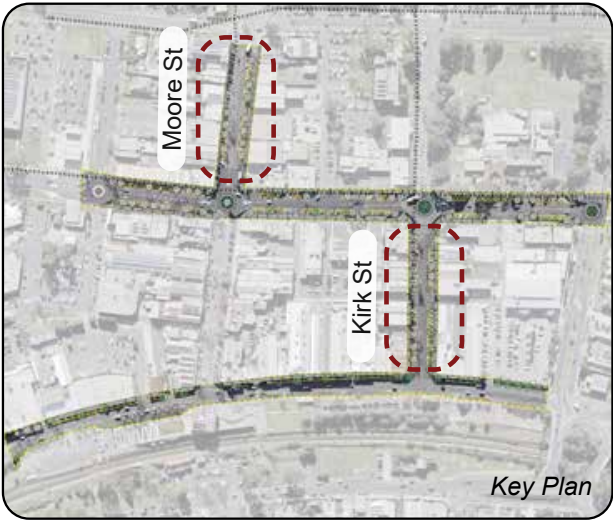
- Construct outstands and plant trees to increase canopy cover.
- Construct outstands around existing trees in car parks to reduce damage between trees and cars.
- Realign car park line markings to accommodate outstands.
- Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.
- Remove fence at pedestrian crossing and replace with mulched garden beds.
- Upgrade Albert Street and Moore Street roundabout to Gateway Roundabout, as per section 3.4.2.
- Upgrade pedestrian crossing along Albert Street to include crossing line work.
- Replace existing furniture with proposed furniture suite.
- Upgrade paving.



Legend

- Study area
- Existing tree
- Proposed tree
- Proposed paving
- Proposed garden bed
- Proposed gravel outstand
- Proposed car park line marking

Moe Concept Plan



Recommendations
The following actions are recommended to enhance this streetscape.

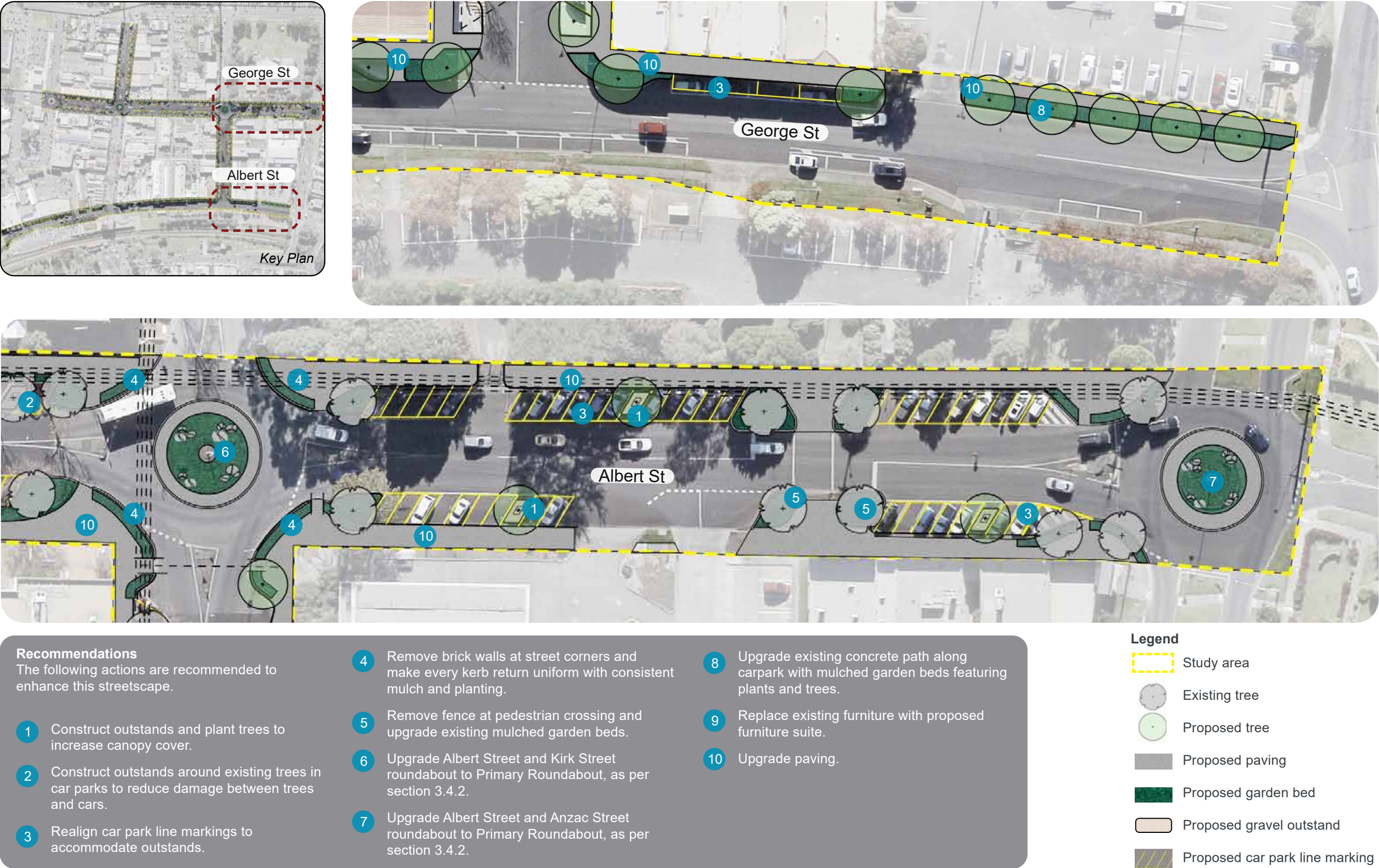
- 1 Construct outstands and plant trees to increase canopy cover.
- 2 Construct outstands around existing trees in car parks to reduce damage between trees and cars.
- 3 Realign car park line markings to accommodate outstands.
- 4 Upgrade street corners with mulched garden beds.
- 5 Replace existing furniture with proposed furniture suite.
- 6 Upgrade paving.

Legend

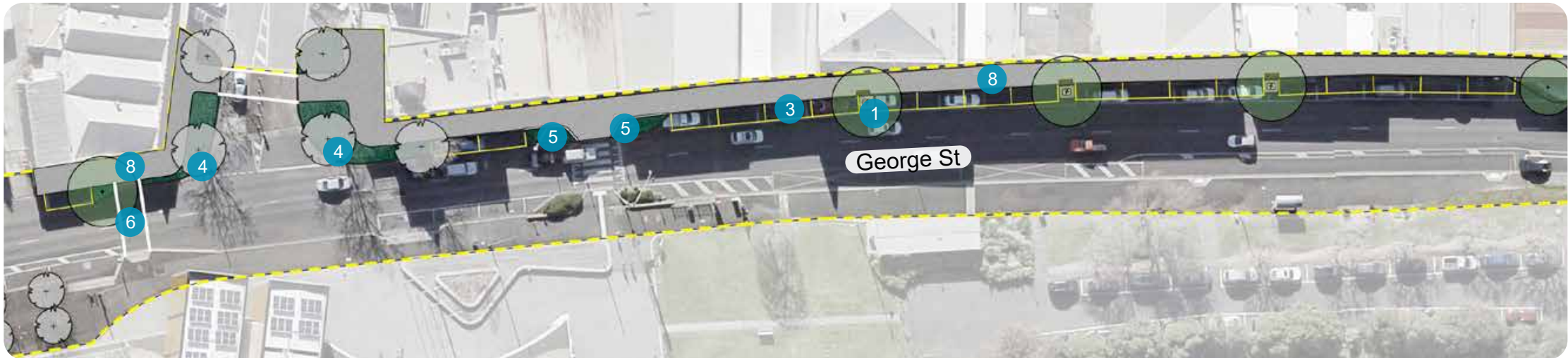
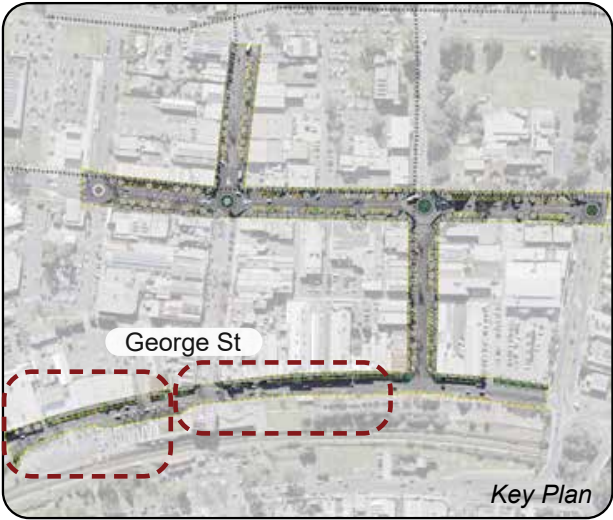
- Study area
- Existing tree
- Proposed tree
- Proposed paving
- Proposed garden bed
- Proposed gravel outstand
- Proposed car park line marking



Moe Concept Plan



Moe Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

1 Construct outstands and plant trees to increase canopy cover.

2 Construct tree grates around existing trees that are located along the footpath.

3 Realign car park line markings to accommodate outstands.

4 Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.

5 Remove brick walls at pedestrian crossing and upgrade existing mulched garden beds.

6 Install pedestrian crossing along George Street to include crossing line work.

7 Replace existing furniture with proposed furniture suite.

8 Upgrade paving.

Legend

- Study area
- Existing tree
- Proposed tree
- Proposed paving
- Proposed garden bed
- Proposed gravel outstand
- Proposed car park line marking

Example showing one of the paving options (asphalt with bluestone edging and bands), and outstand with compacted gravel around tree



3.5.2 Newborough




Newborough Concept Plan

Site Issues and Opportunities

The following issues and opportunities for enhancement have been identified for this site.

- Overhead powerlines are located on the northern side of Monash Road.
- Underground powerlines are located along Rutherglen Road.
- Monash Way is a wide road with low canopy cover.



- Topiary trees are located along Rutherglen Road
- The paving along Rutherglen Road is concrete pavers with brick banding and is in poor condition.

Opportunity to increase canopy cover

The following potential benefit can be achieved:

- Increase canopy cover from approximately 3.3% to 18.8% across the study area.
- The realignment of car parking bays will increase the total number of car parks by approximately 2.

Recommendations

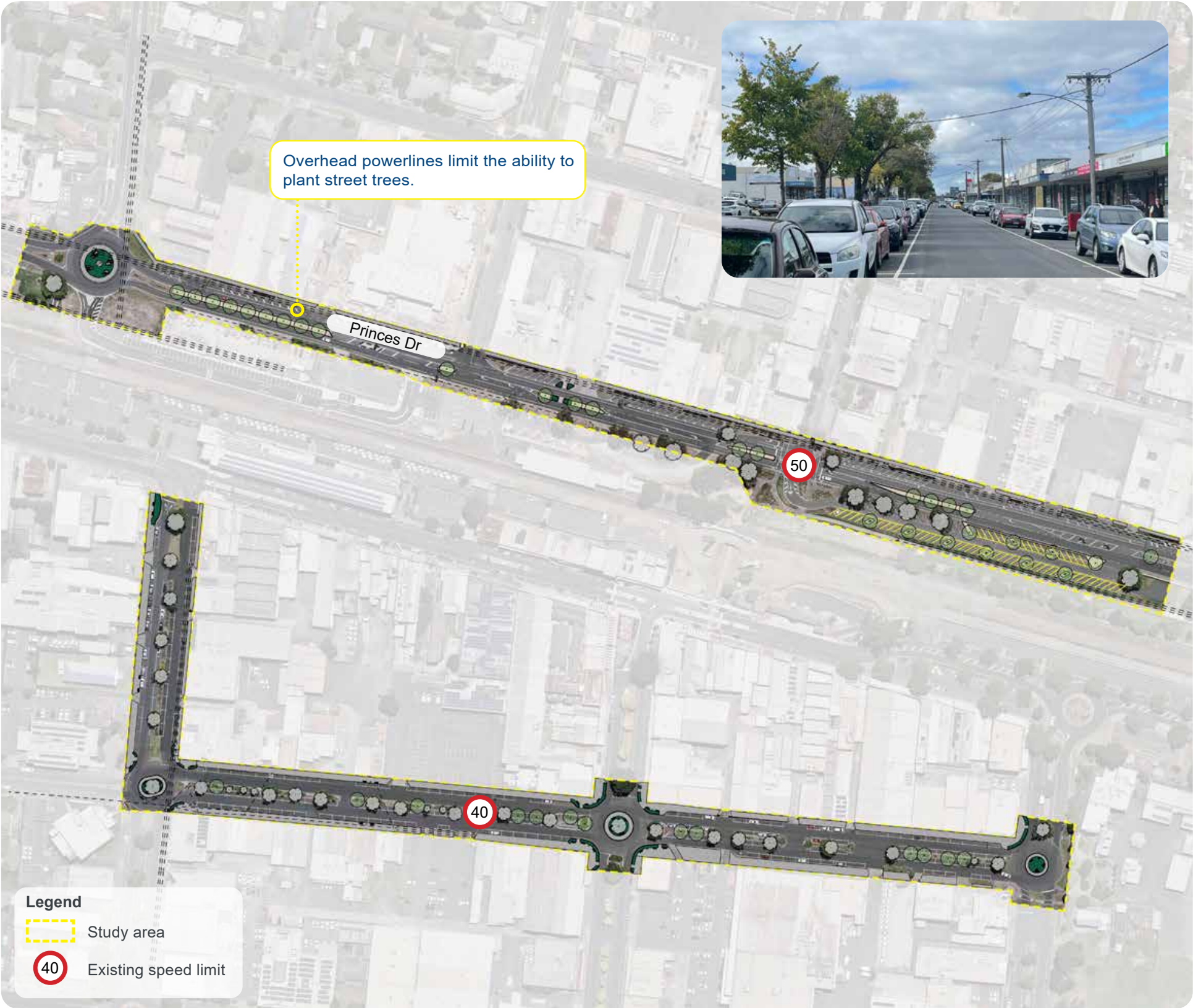
The following actions are recommended to enhance this streetscape.

- Construct median strip and plant trees along Monash Way to increase canopy cover from 0.3% to 27.8%.
- Formalise car parking along the southern side of Monash Way increasing the number of parking by 12%.
- Construct outstands and plant trees along Rutherglen Road to increase canopy cover from 8.4% to 34.3%. Retain topiary trees.
- Realign car park line markings to accommodate outstands. The total number of car parks will decrease by 3% along Rutherglen Road.
- Upgrade paving along Rutherglen Road.

Illustration of median strip with row of trees on Monash Way looking east



3.5.3 Morwell



Site Issues and Opportunities

The following issues and opportunities have been identified for this site.

- There are multiple paving types including concrete pavers with brick banding, square concrete pavers, and concrete paving.



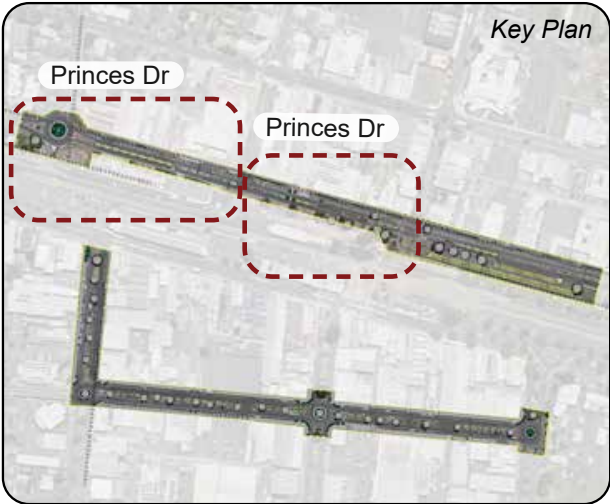
- The current furniture suite is inconsistent with different seats, fences, and bollards. The bins are mostly a consistent product type.
- Topiary trees in tree guards are located throughout the study area
- Roundabouts along George Street consist of materials including brick walls, garden beds, annual planting, concrete and brick aprons and established trees.
- There is an existing median strip with established trees along Hazelwood Road and George Street.
- The Princes Drive roundabout consists of a brick wall, brick apron, hedge planting, garden bed and clock.
- The car park located on the southern side of Princes Drive has recently been updated including traffic islands and traffic lights.
- Overhead powerlines are located on both sides of Princes Drive.

Opportunity to increase canopy cover

The following potential benefit can be achieved:

- Increase canopy cover from approximately 7% to 13.8%.
- The realignment of car parking bays will decrease the total number of car parking bays by approximately 8.25% (11).

Morwell Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

- 1 Construct median strip and plant trees to increase canopy cover.
- 2 Upgrade existing pedestrian crossing along Princes Drive to include crossing line work and mulched garden beds.
- 3 Upgrade Princes Drive and Latrobe Road roundabout to a Primary Roundabout, as per section 3.4.2.
- 4 Replace existing furniture with proposed furniture suite.
- 5 Upgrade paving along northern side of Princes Drive.

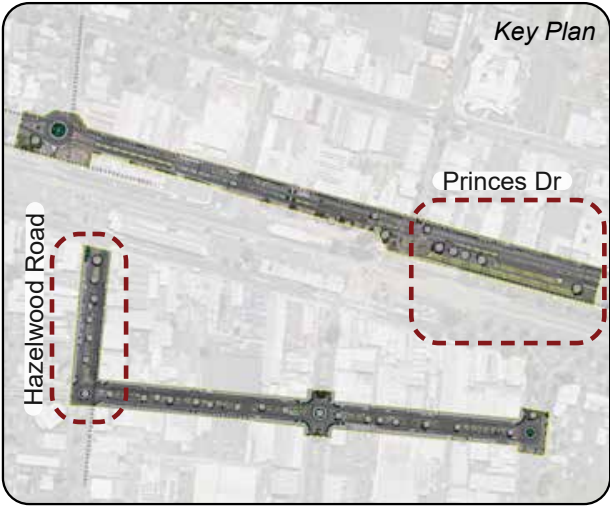


Legend

- Study area
- Existing tree
- Proposed tree
- Proposed paving
- Proposed garden bed
- Proposed gravel median strip



Morwell Concept Plan



Recommendations
The following actions are recommended to enhance this streetscape.

1

Construct outstands and plant trees to increase canopy cover.

2

Realign car park line markings to accommodate outstands.

3

Construct median strip and plant trees to increase canopy cover.

4

Remove brick walls at street corners and make every kerb return uniform with consistent mulch and planting.

5

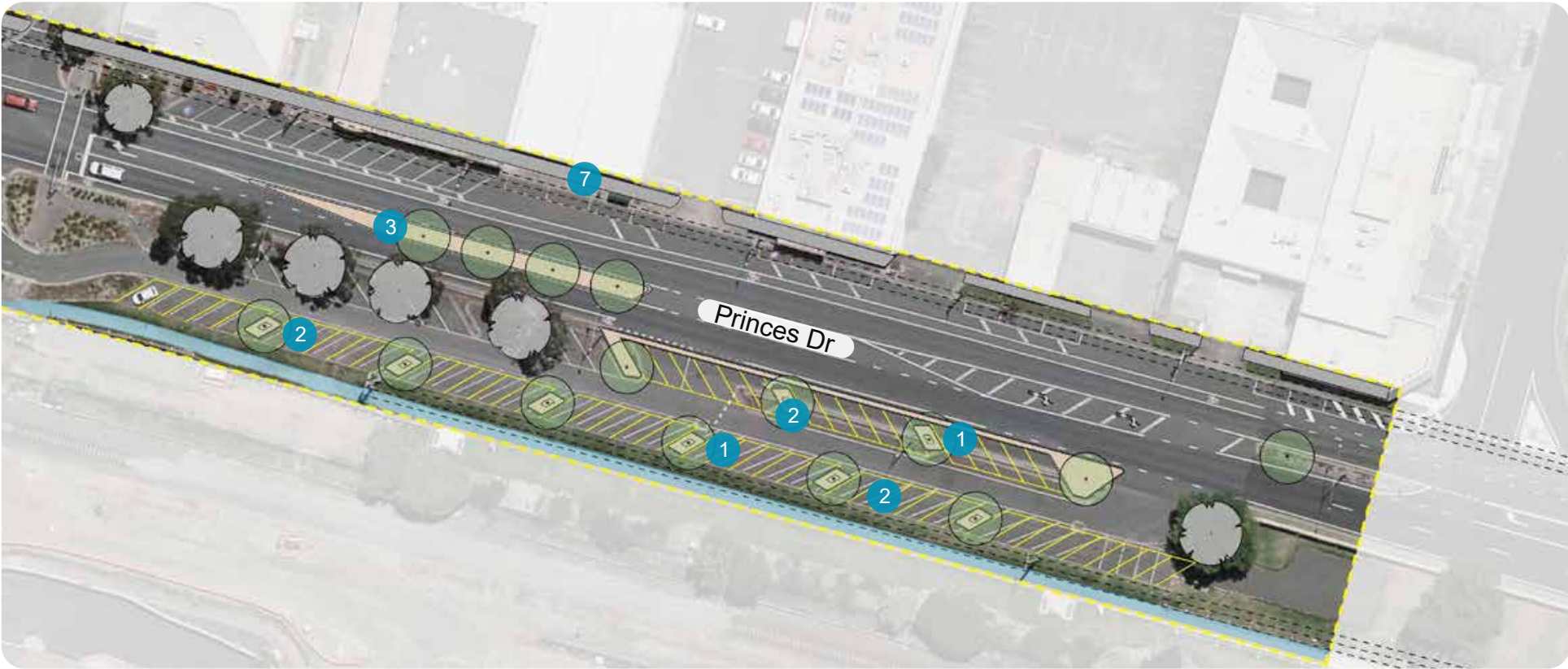
Upgrade Hazelwood Drive and George Street roundabout to a Primary Roundabout, as per section 3.4.2.

6

Replace existing furniture with proposed furniture suite.

7

Upgrade paving.



Legend

Study area

Existing tree

Proposed tree

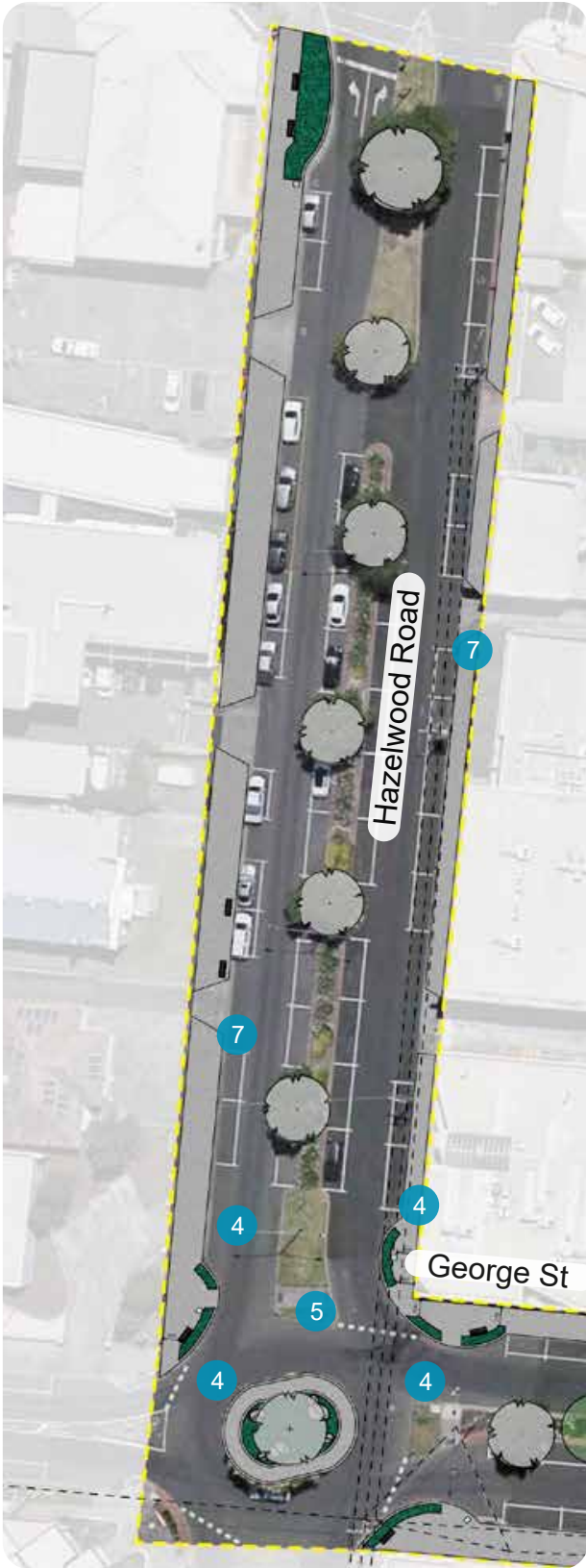
Proposed paving

Proposed garden bed

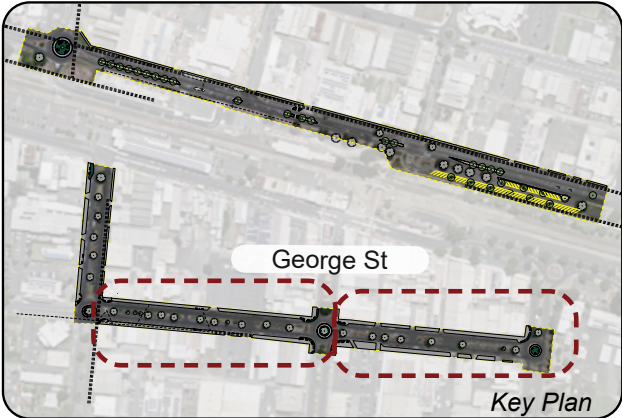
Proposed gravel median strip

Proposed car park line marking

Existing shared path



Morwell Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

1

Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.

2

Remove brick wall at street corners and upgrade existing mulched garden beds.

3

Upgrade the roundabout at George Street and Tarwin Street to a Primary Roundabout, as per section 3.4.2.

4

Upgrade the roundabout at George Street and Chapel Street to a Primary Roundabout, as per section 3.4.2.

5

Replace existing furniture with proposed furniture suite.

6

Upgrade paving.

7

Upgrade crossing at George Street and Tarwin Street.

8

Plant additional trees within the median to increase canopy cover.

Legend

Study area

Existing tree

Proposed tree

Proposed paving

Proposed garden bed

An aerial view of George St showing recommended changes 1-8. The map is an aerial view with a yellow dashed line outlining the study area. The text 'George St' is written in the center of the map. The map shows the recommended changes 1-8. The map shows the recommended changes 1-8.

An aerial view of George St showing recommended changes 1-8. The map is an aerial view with a yellow dashed line outlining the study area. The text 'George St' is written in the center of the map. The map shows the recommended changes 1-8. The map shows the recommended changes 1-8.

27

Page 86

3.5.4 Traralgon



Site Issues and Opportunities
The following issues and opportunities have been identified for this site.

- Underground powerlines are located throughout the study area except for the western side of Church Street.
- There is low canopy cover throughout the Study area.



- Concrete pavers are consistently used that are in good condition, however, require general maintenance including cleaning.
- Topiary trees are located throughout the study area, which require higher level of maintenance and do not provide shade/canopy cover.
- Building canopies need to be taken into consideration for tree selection and location.

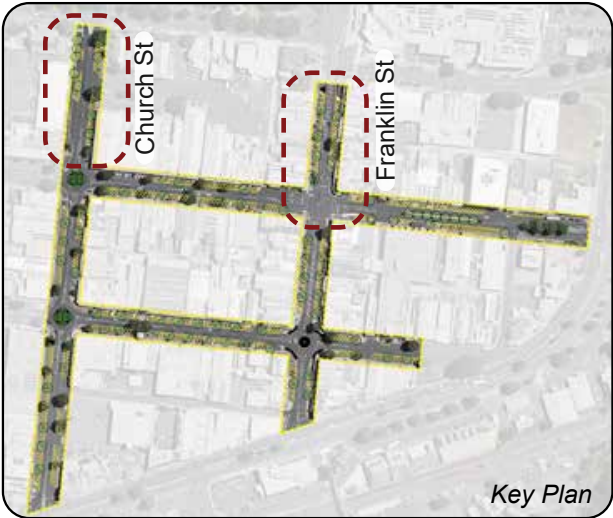


- Bollards and light pole colours are from the pre-amalgamation period.

Opportunity to increase canopy cover
The following potential benefit can be achieved:

- Increase canopy cover from approximately 6.7% to 17.2% across the study area. The realignment of car parking bays will decrease the total number of car parks by approximately 52 or 10.14%.

Traralgon Concept Plan

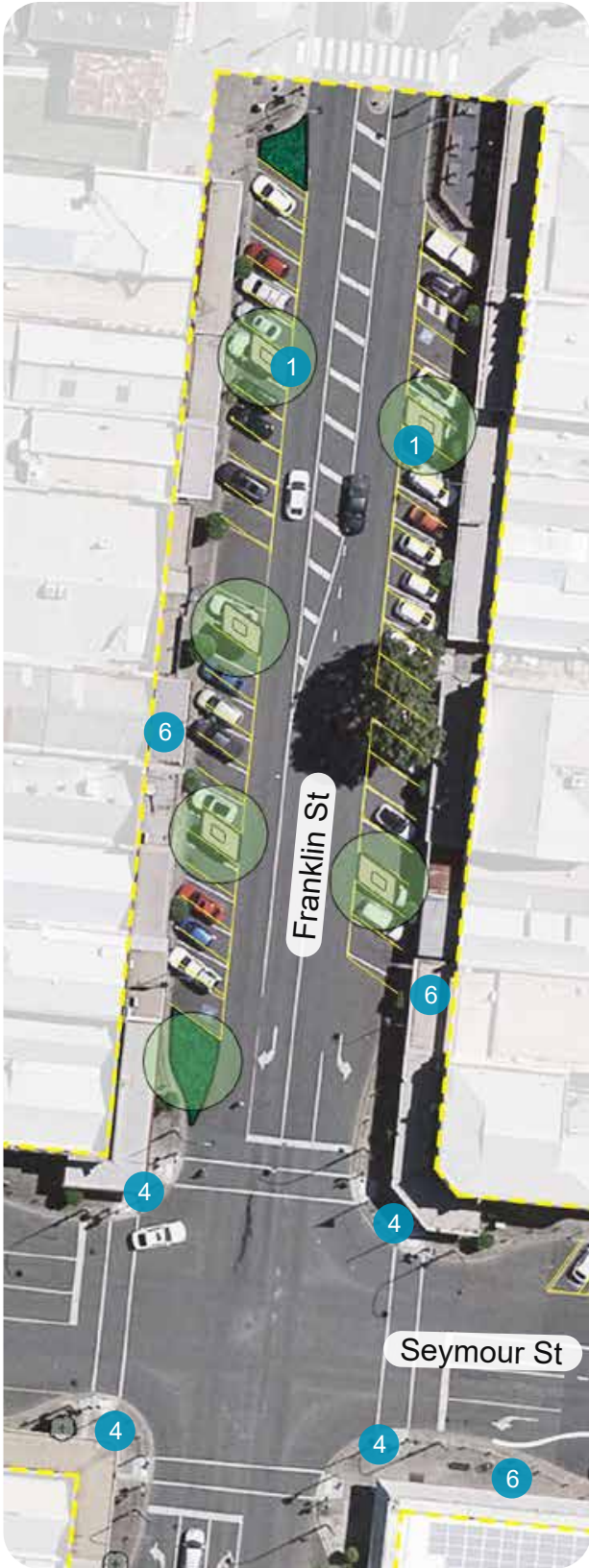


Recommendations
The following actions are recommended to enhance this streetscape.

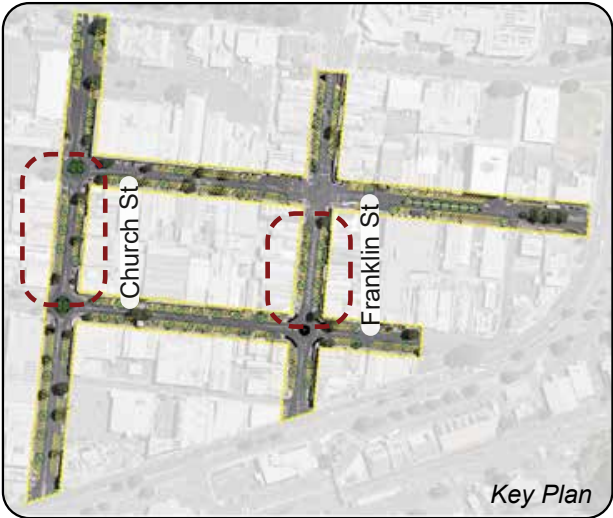
- 1 Construct outstands and plant trees to increase canopy cover.
- 2 Realign car park line markings to accommodate outstands.
- 3 Plant trees in existing grass nature strip along Church Street
- 4 Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.
- 5 Replace existing furniture with proposed furniture suite.
- 6 Upgrade paving.

Legend

	Study area		Proposed garden bed
	Existing tree		Proposed gravel outstand
	Proposed tree		Proposed car park line marking
	Proposed paving		



Traralgon Concept Plan



Recommendations
The following actions are recommended to enhance this streetscape.

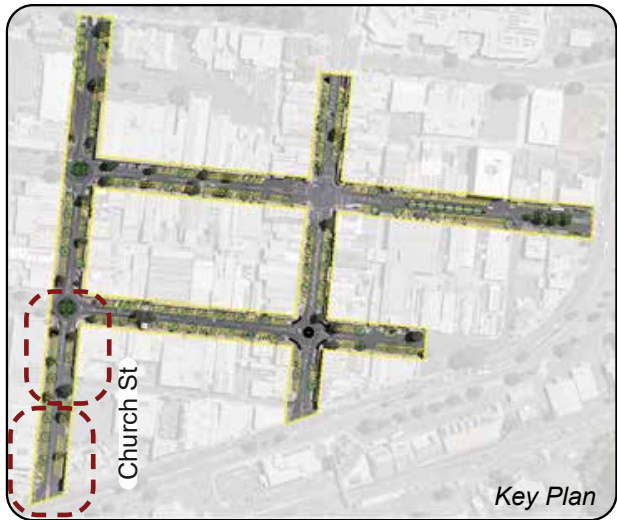
- 1 Construct outstands and plant trees to increase canopy cover.
- 2 Realign car park line markings to accommodate outstands.
- 3 Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.
- 4 Upgrade Church Street and Seymour Street roundabout to a Primary Roundabout, as per section 3.4.2.
- 5 Upgrade Franklin Street and Hotham Street roundabout to a Primary Roundabout, as per section 3.4.2.
- 6 Replace existing furniture with proposed furniture suite.
- 7 Upgrade paving.

Legend

	Study area		Proposed garden bed
	Existing tree		Proposed gravel outstand
	Proposed tree		Proposed car park line marking
	Proposed paving		



Traralgon Concept Plan



Recommendations
The following actions are recommended to enhance this streetscape.

1

Construct outstands and plant trees to increase canopy cover.

2

Realign car park line markings to accommodate outstands.

3

Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.

4

Upgrade Church Street and Hotham Street roundabout to a Primary Roundabout, as per section 3.4.2.

5

Replace existing furniture with proposed furniture suite.

6

Upgrade paving.



Legend

Study area

Existing tree

Proposed tree

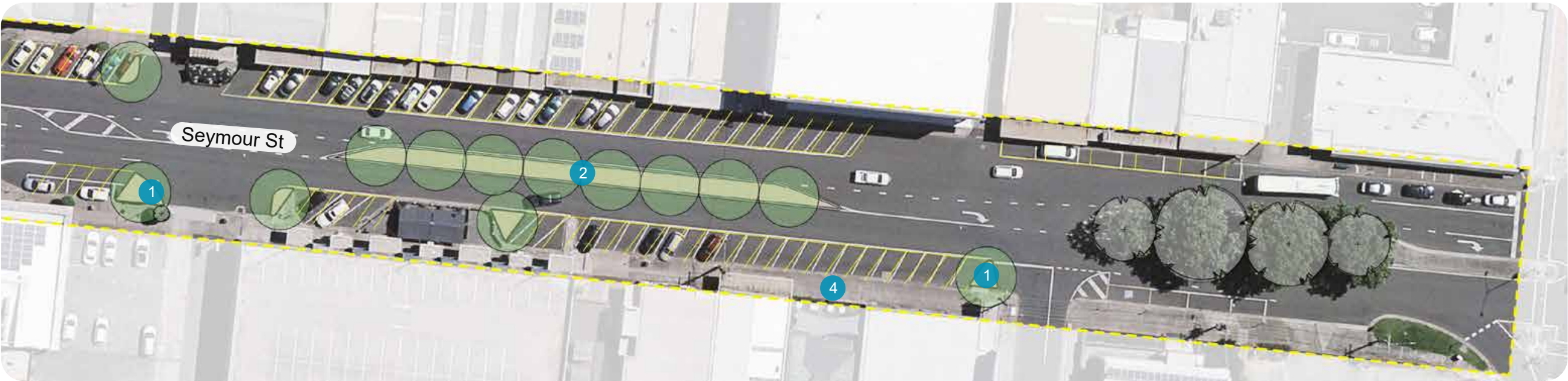
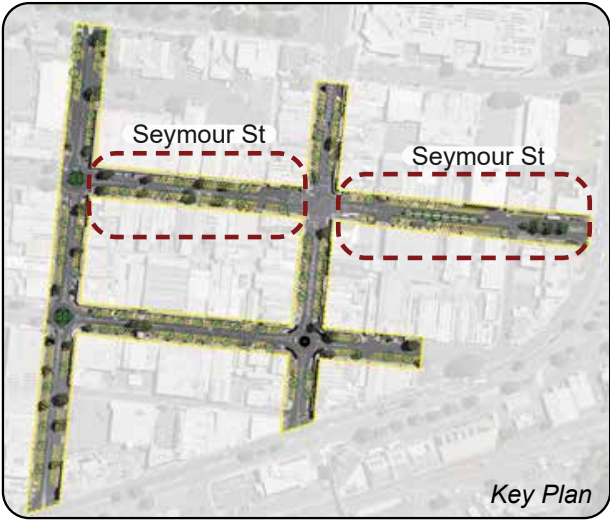
Proposed paving

Proposed garden bed

Proposed gravel outstand

Proposed car park line marking

Traralgon Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

1

Construct outstands and plant trees to increase canopy cover.

2

Construct central median and plant trees to increase canopy cover.

3

Replace existing furniture with proposed furniture suite.

4

Upgrade paving.

Legend

Study area

Existing tree

Proposed tree

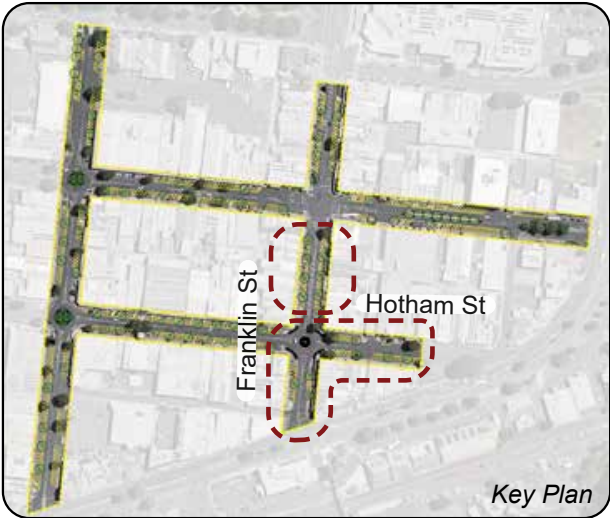
Proposed paving

Proposed garden bed

Proposed gravel outstand

Proposed car park line marking

Traralgon Concept Plan



Recommendations

The following actions are recommended to enhance this streetscape.

1

Construct outstands and plant trees to increase canopy cover.

2

Realign car park line markings to accommodate outstands.

3

Remove fence at street corners and make every kerb return uniform with consistent mulch and planting.

4

Upgrade Church Street and Hotham Street roundabout to a Primary Roundabout, as per section 3.4.2.

5

Replace existing furniture with proposed furniture suite.

6

Upgrade paving.

Legend

Study area

Existing tree

Proposed tree

Proposed paving

Proposed garden bed

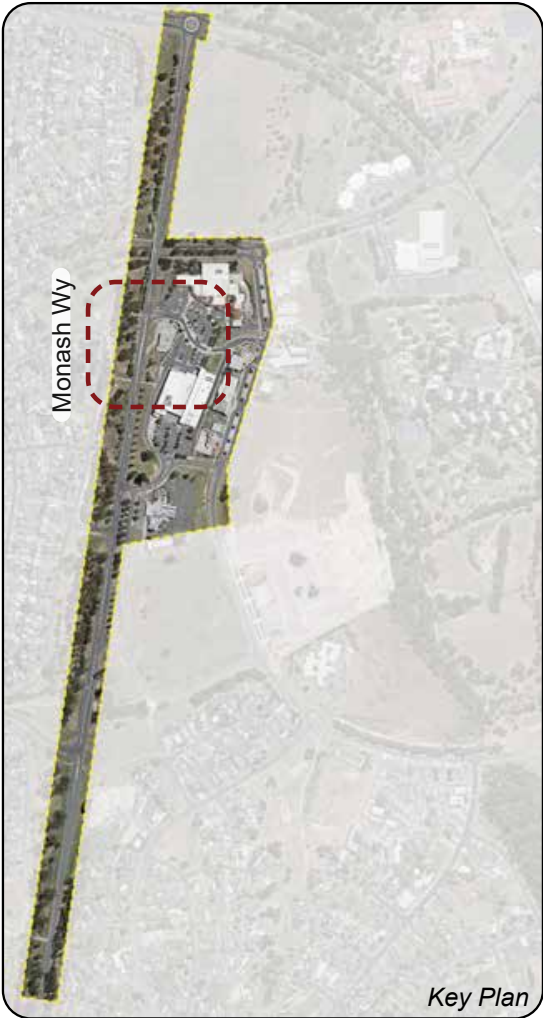
Proposed gravel outstand

Proposed car park line marking

Illustration of outstands with street trees looking west on Seymour Street



3.5.5 Churchill



Site Issues and Opportunities

The following issues and opportunities have been identified for this site.

- There is no pedestrian access to the Churchill monument.
- The monument has teal feature light poles and a low brick wall around it.



- There are established trees along Monash Way however there are less trees leading towards the Georgina Place intersection
- The median strip on Monash Way is in poor condition.
- The shopping precinct has recently been upgraded.
- Teal bollards and fencing is located throughout the study area.
- Areas of overgrown shrubs are located along Monash Way.



Churchill Concept Plan

Recommendations

The following actions are recommended to enhance this streetscape.

- 1 Construct path connecting shopping precinct to monument.
- 2 Install viewing area with seats and garden beds around monument.
- 3 Plant avenue of trees along proposed path.
- 4 Install mulched garden beds at traffic islands towards the intersection.

Legend

- Study area
- Existing speed limit
- Proposed tree
- Proposed paving
- Proposed garden bed

3.5.6 Boolarra



Site Issues and Opportunities
The following issues and opportunities have been identified for this site.

- Overhead powerlines are located on the eastern side of Tarwin Street and the northern side of Boolarra-Churchill Road.



- The road verge along the western side of Tarwin Street in poor condition and has no kerb or swale.
- Car parking along Boolarra-Churchill Road and Tarwin Street has no line markings.
- The gravel car park located on the western side of Tarwin Street is in poor condition.
- There is no furniture outside the general store or post office.
- The town is known for its historic charm and natural surroundings.

Opportunity to increase canopy cover
The following potential benefit can be achieved:

- Increase canopy cover from approximately 4.3% to 13.9 across the study area.
- The realignment of car parking bays will decrease the total number of car parks by approximately 1.

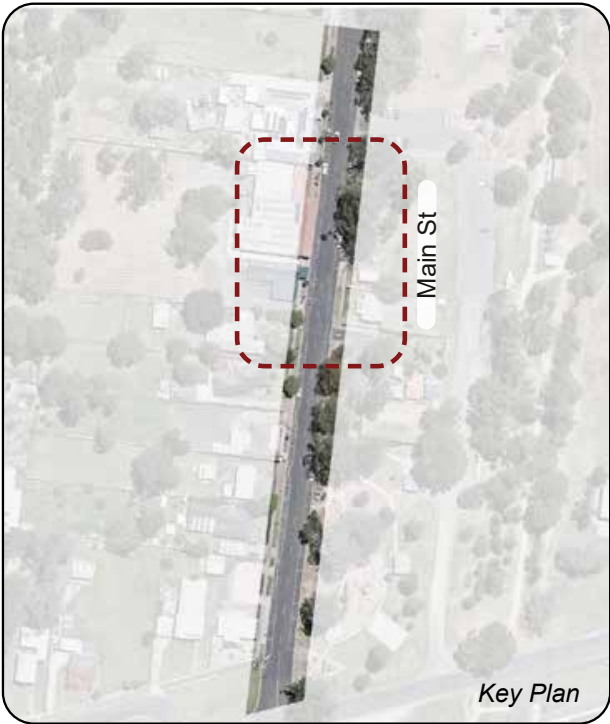
Boolarra Concept Plan

Recommendations
The following actions are recommended to enhance this streetscape.

- Construct outstands and plant trees along Tarwin Street to increase canopy cover.
- Realign and paint car park line markings to accommodate outstands along Tarwin Street.
- Construct outstands and plant trees along the southern side of Boolarra-Churchill Road to increase canopy cover
- Realign and paint car park line markings to accommodate outstands along Boolarra-Churchill Road.
- Install seating and bins outside the general store and post office.
- Construct concrete swale on western side of Tarwin Street connecting to existing concrete swale
- Construct asphalt bus stop with new bus shelter.

- Legend**
- Study area
 - Existing speed limit
 - Existing tree
 - Proposed tree
 - Proposed paving
 - Proposed garden bed
 - Proposed car park line marking
 - Proposed gravel outstand
 - Proposed asphalt

3.5.7 Glengarry



Glengarry Concept Plan

Recommendations
The following actions are recommended to enhance this streetscape.

- 1 Replace paving in the town centre from the hotel to the general store.
- 2 Upgrade furniture suite. Refer to 3.2.2.

- Legend**
- Study area
 - Existing speed limit
 - Proposed paving



- Site Issues and Opportunities**
The following issues and opportunities for enhancement have been identified for this site.
- Overhead powerlines are located on the western side of Main Street.
 - There are established trees located adjacent to the eastern side of Main Street providing canopy cover onto the street.
 - There are 3 bins in good condition, a seat and a bicycle rack (both in poor condition) located outside the hotel and grocery store.



- There are topiary trees in tree guards located outside the hotel and grocery store.
- Concrete paving is predominately located along the western side of Main Street with areas of brick banding outside the hotel. There is a small section of path connecting the bus stop and car park on the eastern side.
- There is parallel parking on both sides on Main Street



3.5.8 Toongabbie



- Legend**
- Study area
 - Existing speed limit
 - Proposed tree
 - Proposed paving
 - Proposed garden bed
 - Proposed asphalt

Toongabbie Concept Plan

Recommendations
The following actions are recommended to enhance this streetscape.

- 1 Relocate bus stop 25m west of existing location. Construct new shelter and asphalt bus zone.
- 2 Construct concrete path connecting bus stop to general store and existing concrete path at Victoria Street.
- 3 Construct mulched garden bed at pedestrian crossing.
- 4 Expand picnic area with mown grass, trees and upgraded furniture suite.
- 5 Plant avenue of trees along gravel path on the northern side of Cowen Street.
- 6 Re-grass road verge where the verge is in poor condition.



Site Issues and Opportunities
The following issues and opportunities for enhancement have been identified for this site.

- Overhead powerlines are located along the northern side of Cowen St and across the Toongabbie Rose Garden.
- The bus stop and shelter is in poor condition. There is no designated stop zone and cars park around the area.



- Cowen Street road verge is in poor condition.
- There is a picnic area near the bus stop that includes picnic tables, drinking fountain, bike racks and bins.
- The gravel path located along the northern side of Cowen St and across the Toongabbie Rose Garden is in good condition.



3.5.9 Traralgon South



- Legend**
- Study area
 - Existing speed limit
 - Proposed paving
 - Proposed garden bed
 - Proposed asphalt

Traralgon South Concept Plan

- Recommendations**
The following actions are recommended to enhance this streetscape.
- Construct asphalt bus stop with new bus shelter.
 - Construct concrete path connecting bus stop to general store to the west, and existing path to the east. Path to avoid grassed swale and existing trees.
 - Construct mulched garden bed along path.
 - Plant avenue of trees at the western end of Keith Morgan Drive.



- Site Issues and Opportunities**
The following issues and opportunities for enhancement have been identified for this site.
- Overhead powerlines are located on the northern side of Keith Morgan Drive to the west and cross the street to the southern side.
 - There are no trees on the southern side of Keith Morgan Drive towards the town entrance.
 - The bus stop is located out the front of the primary school and is in poor condition. The bus shelter is a timber pergola with 2 picnic tables next to it. There is no concrete path connecting to the bus stop.
 - Most areas of road verge are grassed swales.
 - There are established trees in the primary school and residential lots providing good canopy cover towards the east.



3.5.10 Tyers



Tyers Concept Plan

Site Issues and Opportunities

The following issues and opportunities for enhancement have been identified for this site.

- Overhead powerlines are located on the northern side of Main Road, the western side of Community Lane and northern side of Tyers-Walhalla Road.
- The bus stop has recently been upgraded along with a concrete path connecting to the pedestrian crossing at the western side of the study area.



- There is an asphalt path on Main Road along the service station in poor condition.

Opportunity to increase canopy cover
The following potential benefit can be achieved:

- Increase canopy cover from approximately 4.1% to 12.4% across the study area.

Recommendations

The following actions are recommended to enhance this streetscape.

- Plant row of trees along recently upgraded path on Main Road to increase canopy cover.
- Construct mulched garden beds at pedestrian crossing.
- Remove asphalt path along Main Road near the service station and replace with mulched garden beds.
- Plant row of trees along the eastern side of Community Lane.

Illustration of exotic trees along Main Road

3.5.11 Yallourn North



Legend

- Study area
- Existing speed limit
- Proposed tree
- Proposed paving
- Proposed garden bed

Yallourn North Concept Plan

Site Issues and Opportunities

The following issues and opportunities for enhancement have been identified for this site.

- Overhead powerlines are located on the eastern side of Reserve Street.
- The median strip between Reserve Street and the car park has small trees, mulched garden beds and boulders. Public landscaping at this level increases maintenance.

- There is a pedestrian crossing connecting the bus stop to the primary school.
- Lions Park has had previous upgrade projects and has a mix of shelters furniture and play equipment.
- The northern end of Reserve Street has low canopy cover on the western side.

Recommendations

The following actions are recommended to enhance this streetscape.

- 1 Replace crepe myrtles with larger trees in median.
- 2 Plant garden beds in median.
- 3 Plant garden beds at pedestrian crossing.
- 4 Replace mown grass nature strip on eastern side of Reserve Street with mulched garden beds.
- 5 Plant trees on the western side of Reserve Street.
- 6 Upgrade Lions Park playground. Rationalise outdated infrastructure and replace older, redundant furniture to create a more welcoming and family-friendly space and enhance overall usability.

3.5.12 Yinnar



- Legend**
- Study area
 - Existing speed limit
 - Proposed tree
 - Proposed paving
 - Proposed garden bed
 - Propose gravel median strip

Yinnar Concept Plan

- Site Issues and Opportunities**
The following issues and opportunities for enhancement have been identified for this site.
- Overhead powerlines are located on the western side of Main Street and northern side of Jumbuk Road.
 - Parking is located on both sides of Main Street.



- Pedestrian crossing located outside the primary school is in poor condition.
- Brick paving outside the general store and hotel is in good condition, concrete paving is located throughout the study area.
- Concrete path on western side of Main Street has recently been upgraded.

- Opportunity to increase canopy cover**
The following potential benefit can be achieved:
- Increase canopy cover from approximately 0% to 9.2% across the study area.
 - There will be no change in the number of parking bays

- Recommendations**
The following actions are recommended to enhance this streetscape.
- 1 Construct outstands and plant trees along the western side of Main Street, and construct outstands and plant upright trees along the eastern side of Main Street to increase canopy cover from
 - 2 Construct outstands and plant trees along Jumbuk Road.
 - 3 Realign car park line markings to accommodate outstands.
 - 4 Retain brick paving outside the general store and hotel, upgrade paving along Main Street.
 - 5 Construct mulched garden beds at pedestrian crossing.

4. Indicative Costings

4.1 Streetscape

The following tables outline the recommendations along with their estimated implementation costs for each streetscape.

3.5.1 Moe		
No.	Recommendation	Indicative Cost
1	Construct 10 outstands with trees.	\$18,000 - \$21,000
2	Construct 32 outstands around existing trees.	\$80,000 - \$85,000
3	Repaint car park line work.	\$14,000 - \$18,000
4	Remove fence at street corners.	\$9,000 - \$10,000
5	Construct mulched garden beds with plants.	\$280,000 - \$300,000
6	Upgrade 2x pedestrian crossings.	\$2,500 - \$4,000
7	Upgrade 3x roundabouts on Albert St.	\$190,000 - \$200,000
8	Replace and upgrade paving.	\$1,875,000 - \$2,000,000
9	Replace existing furniture suite.	\$130,000 - 150,000
10	Install tree grates.	\$8,000 - \$10,000
		Total: \$2,500,000 - \$2,800,000

3.5.2 Newborough		
No.	Recommendation	Indicative Cost
1	Construct median strip and plant 29 x trees.	\$75,000 - \$85,000
2	Paint new car parking bays on Monash Way.	\$500 - \$1,000
3	Construct new outstands with 10 x trees.	\$10,000 - \$12,000
4	Realign car parking on Rutherglen Rd.	\$1,800 - \$2,000
5	Upgrade paving along Rutherglen Rd.	\$512,000 - \$520,000
6	Construct mulched garden beds with plants.	\$55,000 - \$60,000
		Total: \$655,000 - \$676,000

3.5.3 Morwell		
No.	Recommendation	Indicative Cost
1	Replace and upgrade paving.	\$1,200,000 - \$1,350,000
2	Construct median strip & plant trees along Princes Dr	\$100,000 - \$115,000
3	Upgrade pedestrian crossing along Princes Dr	\$10,500 - \$12,000
4	Upgrade Princes Dr and Latrobe Rd roundabouts.	\$70,000 - \$85,000
5	Upgrade 3x roundabouts along George St.	\$105,000 - \$115,000
6	Replace existing furniture suite.	\$70,000 - \$75,000
7	Remove brick walls and upgrade existing garden beds.	\$55,000 - \$60,000
8	Construct 11 outstands with trees.	\$20,000 - \$23,000
9	Realign car park linework.	\$4,000 - \$5,000
		Total: \$1,600,000 - \$1,700,000

3.5.4 Traralgon		
No.	Recommendation	Indicative Cost
1	Construct 74 outstands with trees.	\$133,000 - \$140,000
2	Repaint car parking bays line work.	\$23,000 - \$25,000
3	Plant trees in existing nature strip.	\$1,000 - \$1,500
4	Remove fence at street corners.	\$7,000 - \$8,000
5	Construct mulched garden beds with plants.	\$130,000 - \$140,000
6	Upgrade 3 x roundabouts.	\$105,000 - \$115,000
7	Replace and upgrade paving.	\$2,700,000 - \$2,900,000
8	Replace existing furniture suite.	\$70,000 - \$75,000
		Total: \$3,170,000 - \$3,405,000

3.5.5 Churchill		
No.	Recommendation	Indicative Cost
1	Construct concrete path.	\$66,000 - \$70,000
2	Install seats and construct garden bed (monument)	\$21,000 - \$25,000
3	Plant 11 x native trees	\$3,000 - \$4,000
4	Construct mulched garden beds with plants.	\$12,000 - \$14,000
		Total: \$100,000 - \$115,000

3.5.6 Boolarra		
No.	Recommendation	Indicative Cost
1	Construct 11x outstands with trees.	\$17,000 - \$20,000
2	Realign car park line work on Tarwin St.	\$1,500-\$2,500
3	Install seating and bins (general store / post office).	\$12,500 - \$15,000
4	Construct concrete swale on western side of Tarwin St.	\$4,500 - \$5,000
5	Construct asphalt bus stop and shelter.	\$35,000 - \$40,000
6	Replace and upgrade paving along Tarwin St.	\$58,500 - \$60,000
		Total: \$132,000 - \$140,000

3.5.7 Glengarry		
No.	Recommendation	Indicative Cost
1	Replace and upgrade paving along Main St.	\$206,000 - \$210,000
2	Add and upgrade furniture suite.	\$42,000 - \$49,000
		Total: \$248,000 - \$256,000

3.5.8 Toongabbie		
No.	Recommendation	Indicative Cost
1	Construct new bus stop and shelter.	\$35,000 - \$40,000
2	Construct concrete path.	\$21,000 - \$24,000
3	Construct mulched garden beds with plants.	\$7,500 - \$8,000
4	Expand picnic area with mown grass.	\$3,000 - \$4,000
5	Plant 14 x native trees along Cowen St.	\$4,000 - \$4,500
6	Re-grass deteriorated verges with hydroseed.	\$7,500 - \$8,000
		Total: \$80,000 - \$88,500

3.5.9 Traralgon South		
No.	Recommendation	Indicative Cost
1	Construct asphalt bus stop and shelter with furniture.	\$60,000 - \$70,000
2	Construct concrete path.	\$64,000 - \$68,000
3	Construct mulched garden beds with plants.	\$7,500 - \$8,000
4	Plant 6 x native trees along Keith Morgan Dr.	\$1,800 - \$2,200
		Total: \$93,000 - \$95,000

3.5.10 Tyers		
No.	Recommendation	Indicative Cost
1	Plant 10 x exotic trees along Main Rd.	\$3,000 - \$4,000
2	Upgrade pedestrian crossing with planted garden beds.	\$5,500 - \$6,000
3	Remove asphalt & construct planted garden beds.	\$20,000 - \$22,000
4	Plant 3 x exotic trees along Community Ln.	\$1,000 - \$1,500
		Total: \$30,000 - \$35,000

3.5.11 Yallourn North		
No.	Recommendation	Indicative Cost
1	Plant large native trees.	\$3,000 - \$4,000
2	Construct mulched garden beds with plants.	\$50,000-\$60,000
3	Upgrade playground.	\$450,000 - \$550,500
4	Plant trees along western side of Reserve St.	\$6,000 - \$8,000
5	Remove and upgrade existing paving.	\$140,000 - \$150,000
		Total: \$245,000 - \$268,000

3.5.12 Yinnar		
No.	Recommendation	Indicative Cost
1	Construct 12 outstands with trees on Main St.	\$5,500-\$8,000
2	Construct 3 outstands with trees on Jumbuk St.	\$2,000-\$2,500
3	Realign car park line work.	\$1,500-\$3,000
4	Remove and upgrade existing paving.	\$100,000-\$115,000
5	Construct mulched garden beds with plants.	\$20,000-\$24,000
		Total: \$130,000 - \$150,000

CENTRAL BUSINESS DISTRICT COMMUNITY OUTREACH

PURPOSE

To seek support for the development of a community outreach model to manage anti-social behaviour and improve community safety.

EXECUTIVE SUMMARY

- The development of a community outreach program in Central Business Districts (CBD) in Latrobe City is proposed to reduce anti-social behaviour and improve community safety in high traffic areas, such as CBD's and transport hubs. The program would work by directing people to appropriate support services by offering flexible outreach to community members at locations like the Morwell Transit Hub, and potentially other high-risk locations.
- Community Connectors had been presented to Council as a model to address community safety concerns in the Morwell CBD. Officers propose to investigate similar, but more localised program options, resulting in a custom model for Latrobe City.
- Advocacy efforts by Councillors have generated interest in community safety improvements in Latrobe City. Officers are seeking to coordinate the Minister for Police and Community Safety, and the Police Commissioner to visit Latrobe City and further discuss the community safety issues.

OFFICER'S RECOMMENDATION

That Council:

1. **allocates \$30,000 from the accumulated unallocated cash reserve to develop a localised community outreach program model aimed at improving community safety and addressing anti-social behaviour in Latrobe City's CBD's; and**
2. **receives a report at a future Council meeting, considering the localised model and options for its implementation.**

BACKGROUND

Community safety is influenced by a range of factors. It can be real risks to safety through criminal offending or poor perceptions of safety due to things like antisocial behaviour or low levels of foot traffic.

Initial research identified that the Community Connectors program had been utilised in similar environments to pro-actively address some of the drivers of antisocial behaviour and offending, including poor mental health, alcohol or drug use and poor social connections. The key to success in the model has been the recruitment of outreach workers, and this idea could be adapted to develop a localised model suited to Latrobe City's needs.

At the February 2025 Council meeting, Council endorsed officers to seek funding for this program. A motion was also passed at the March 2025 Council meeting to receive a report on the implementation of the program.

At the May 2025 Council meeting, a detailed analysis of community safety issues pertaining to Morwell's CBD, and the Community Connectors program was provided (summarised below):

- Morwell faces ongoing economic and social challenges impacting on community safety, with a 15% rise in crimes against the person, property and deception crimes and a 38% increase in drug offences between 2019-20 and 2023-24.
- Council has acted by forming an internal working group, partnering with Victoria Police for joint patrols, business development initiatives and the CBD Presentation Blitz.
- An outline of the Community Connectors program model was provided, which proposes the deployment of two trained community practitioners to the Morwell Transit Hub in Commercial Road.
- The Community Connectors program, as rolled out in Frankston and Dandenong, has improved safety, reduced antisocial behaviour and optimised resource use with strong support from residents and businesses.

In considering the report at the May 2025 Council meeting, Council resolved:

That the report be deferred until no later than the September 2025 Council meeting for decision, pending receipt of feedback from the Victorian Minister for Police and Community Safety, the Hon. Anthony Carbines MP.

ANALYSIS

Following Council's May 2025 resolution, Officers provide the following update:

Advocacy

The formalisation of community safety as a priority of Council has occurred, following the adoption of the 2025-29 Council Plan and Advocacy Strategy at the June 2025 Council meeting.

Advocacy letters were sent prior to the May 2025 Council Meeting to the Victorian Minister for Police and Community Safety, the State Acting Chief Commissioner of Police and the Attorney General. Whilst these letters have not yet received a response, the Mayor and Deputy Mayor attended a delegation to State Parliament on 31 July 2025. It included a meeting with the Minister for Police and a roundtable with members of the Opposition including the Shadow Minister for Police and Community Safety. These meetings were successful in ensuring that community safety matters are now clearly understood by the State Government with a two-fold approach comprised of crime enforcement and prevention actions proposed.

As a follow up to the delegation, officers are seeking to coordinate a visit to Latrobe City by the Minister for Police and Community Safety, and the Police Commissioner to further discuss the concerns and potential solutions. To support this, and future advocacy efforts, a program plan is being developed utilising methods that were successful in other local government areas, including the Community Connectors program.

Funding Options

In the absence of grant funding, Council would need to seek a financial commitment through the State or Federal Budgets, with officers recommending the State Government as the most appropriate and likely avenue.

To strengthen the likelihood of securing State Government commitment to the program, Council is asked to consider allocating funding of \$30,000 to resource the initial research and planning phase.

If Council successfully secures commitment through a future State Budget, funding would likely not be available until May 2026 at the earliest. To improve the likelihood of obtaining State Government support, Council may consider seeking joint seed funding from a partner organisation such as V/Line.

A more detailed program plan and scope will increase the likelihood of attracting funding.

The Outreach Model

A key factor in the potential success of a Community Connectors type program, as demonstrated through the Frankston and Dandenong examples, is an engaged partnership network, and suitably skilled outreach workers. Since Council last considered the Community Connectors program, officers contacted local agencies who may have the expertise and interest in partnering with Council to implement Community Connectors. The organisations contacted were:

- Anglicare;
- Wellways - manage The Wes (wellbeing and emotional support hub);
- Uniting Vic Tas;
- Quantum Support Services; and
- NEAMI National - manage the Latrobe Mental Health and Wellbeing Local.

Officers are awaiting detailed responses from each organisation in relation to their interest and capacity to be involved in this project, either as a local lead (in partnership with Latrobe City Council), or as a partnership with Latrobe City Council.

It is proposed that the project is broken down into stages, commencing with detailed program development. This stage would focus on building a contextual analysis, setting clear objectives and deliverables while identifying constraints, assumptions and exclusions. This would also enable further commitments to be sought from potential delivery partners (as outlined above).

Council is not currently resourced to deliver this work, and it is estimated that a budget of \$30,000 would be required. This would enable the organisation to temporarily assign resources to build on the success and learnings of the Community Connectors program rolled out in Frankston and Dandenong in developing a localised approach to address our community needs.

Support to further advocate to State and Federal Governments to fund the finalised Latrobe City program model, once developed, would then be requested of Councillors.

Update on Community Safety in Morwell's CBD

Based on recent observations, the immediate community safety experience in Morwell's CBD appears to have improved to some extent. This could be attributed to a combination of factors, including the colder weather discouraging congregation outside in public areas, increased police presence during an extended high-profile trial from May to July 2025, and the public space interventions undertaken by the City Presentation team. Officers will continue to monitor and observe the situation through the spring and summer months to assess whether these anecdotal improvements are sustained. The development of an outreach model would take into consideration current community safety concerns in CBDs across the municipality.

It is noted that there has been an increase of antisocial incidents occurring at public facilities including the Morwell Library over the same period. These have been addressed by the relevant teams from an Occupational Health and Safety perspective, as well as community perspective with the 'Coffee with a Cop' program. This program was held during July, enabling community members to see increased police presence in the Morwell Library and discuss their safety concerns directly with police officers.

Concurrently, Business Development activities including the Opportunity Awaits and Business Improvement District Development have progressed, targeting the CBD's retail environment.

The Latrobe City Community Safety Advisory Committee has also updated its Terms of Reference, endorsed at the 28 July 2025 Council Meeting, which strengthens Latrobe City's partnership with Victoria Police and expands the ability of the Committee to run community safety projects.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
SERVICE DELIVERY Decreased economic performance in Morwell CBD impacting business development and community safety strategic objectives.	High <i>Likely x Moderate</i>	Council commits to programs and advocacy to improve drivers of safety concerns and works with local stakeholders to encourage business development.
FINANCIAL Council is expected to commit ongoing funding to additional community safety project officers or provide financial support to businesses.	Medium <i>Unlikely x Moderate</i>	Seeking funding for longer-term projects to address drivers of antisocial and unsafe behaviours.
FINANCIAL Council is not successful in attracting external funding for the Community Outreach program.	Medium <i>Possible x Moderate</i>	Council considers funding the Community Outreach program internally.

RISK	RISK RATING	TREATMENT
STRATEGIC Negative media attention if Council is not seen to be addressing Morwell CBD safety concerns, or that Council has made commitments prior to receiving funding to deliver.	Medium <i>Possible x Moderate</i>	Council prepares a clear statement outlining project and advocacy priorities to communicate and respond to media and stakeholder enquiries.

CONSULTATION

Officers have sought direct feedback from business operators in the Morwell CBD and continually liaise with a range of partners, including Morwell Police.

Regular information is shared through the business community and state government agencies via the Latrobe City Community Safety Advisory Community and engagements with Advance Morwell.

Councillors and Council officers attended a Community Safety Forum with Minister Shing in April 2025, where issues and concerns regarding the Morwell CBD were discussed. There is yet to be an outcome from this meeting.

Officers have also contacted potential local project partners to determine interest in participating in the implementation of the project including Anglicare, Wellways, Uniting Vic Tas, Quantum Support Services and NEAMI National.

COMMUNICATION

The public prominence of community safety concerns in the Morwell CBD is likely to require ongoing communication with the public and stakeholders to ensure those interested understand their concerns are being heard and Council is working to address them.

Officers will continue to monitor appropriate opportunities to keep the community informed of Council's efforts to address community Safety.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment under the *Gender Equality Act 2020* will be completed on a *Community Outreach* project as a key part of any program development. Gendered experiences of community safety have been considered to date, particularly data gathered from the 2021 YourGround survey. The survey identified particular locations of concern in Latrobe City, including a large number of submissions for the Morwell Transit Hub.

Social

Community safety concerns are in large part driven by social disadvantage. A *Community Outreach* program aims to support community to access social services. Data gathered which identifies the need for the project demonstrates that Latrobe City residents rank 4th highest in the state for not feeling valued by society and that 16% of residents live in poverty.

Cultural

People from culturally and linguistically diverse backgrounds may perceive greater risks to safety than the general community. A *Community Outreach* program will ensure we have skills to communicate with culturally diverse communities.

Health

Social and health issues are often linked, and Morwell's CBD serves as a hub across Gippsland for a large number of health and social support services. The *Community Outreach* program aims to support greater access to such services, overall improving the health outcomes of community members. Data gathered which identifies the need for the project demonstrates that 20% of Latrobe City residents have high or very high levels of mental distress and are 43% more likely than the Victorian average to have a mental health condition.

Environmental

There are no environmental sustainability impacts of either project. Both the advocacy and *Community Outreach* project aim to create a more socially inclusive and sustainable community environment, both built and civic.

Economic

There is likely to be an opportunity cost of Council not progressing any community safety measures outside current means, however without detailed analysis this cannot be accurately measured. For example, it is likely that retail economic performance in the Morwell CBD will continue to decline, along with foot-traffic and the passive surveillance that enables.

Financial

Officers are seeking \$30,000 from the unallocated cash reserve to enable the organisation to assign a temporary resources to develop customised community outreach program. As part of this work, we will develop a more accurate costing of the annual costs to deliver an Outreach Program.

Attachments

Nil

PARTIAL ROAD DISCONTINUANCE - MATTHEWS CRESCENT, TRARALGON

PURPOSE

To seek Council's endorsement to commence the statutory process to discontinue part of Matthews Crescent, Traralgon and provide public notice of Council's intention to sell the discontinued road.

EXECUTIVE SUMMARY

- In August 2024 Council received a request from Yallambee Traralgon Village for the Aged (Yallambee Village) that Council close a portion of Matthews Crescent, Traralgon as a road and consider selling the land parcel to Yallambee Village. The portion of the road (approximately 2,400 sqm) is marked on map at **Attachment 1**.
- An external legal review of the request along with an internal officer review have presented no objections to the proposed discontinuance and subsequent potential sale.
- Under the *Local Government Act 1989*, Council has the authority to discontinue a road or part of a road by notice published in the Government Gazette.
- Under the *Local Government Act 2020*, Council has the authority to sell a parcel of land after a community engagement process has been undertaken.
- An independent valuation has been obtained for the road parcel (refer **Confidential Attachment 2**).

OFFICER'S RECOMMENDATION

That Council:

1. **proposes that a portion of Matthews Crescent, Traralgon being an area of approximately 2,400 square metres (highlighted in Attachment 1, which includes a portion of the land described as 'Road R1' on the Plan of Subdivision PS445360L) be discontinued as a road under clause 3, schedule 10 of the *Local Government Act 1989*;**
2. **authorises public notice be given of the proposed road discontinuance in accordance with section 223/207A(a) of the *Local Government Act 1989*, and consider any submissions received in accordance with section 223 of the *Local Government Act 1989*;**
3. **authorises public notice be given in accordance with section 114 of the *Local Government Act 2020* of the intention to sell the road parcel to Yallambee Traralgon Village for the Aged;**
4. **notes that all submissions received under section 223 and section 114 will be presented to a future Council Meeting for consideration; and**

- 5. authorises the Chief Executive Officer to undertake the administrative procedures necessary to carry out Council's functions to give effect to this resolution.**

BACKGROUND

Council received a request from Yallambee Village, to close a portion of Matthews Crescent, Traralgon. The road closure has been requested to help

- restrict unwanted pedestrian/vehicle traffic throughout the retirement village; and
- enable installation of gates to increase the security of the village for residents

The proposal has been reviewed by Council external legal representatives, who have not identified any risks to Council in proceeding with the road discontinuance.

The proposal has been reviewed by Council Officers and there is no objection to the road being discontinued and potentially sold to Yallambee Village.

Council has engaged an independent valuer to complete a valuation of the road reserve (**Confidential Attachment 2**).

ANALYSIS

Matthews Crescent currently runs through the Yallambee Village independent living units and is the entry point to the aged care facility.

The Traralgon East senior citizen centre is also located on the corner of Matthews Crescent, however the proposed road discontinuance would still enable access and parking for the centre.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
COMPLIANCE <i>Failure to comply with the Local Government Act 1989 and 2020</i>	Medium <i>Unlikely x Major</i>	Sought external legal advice and will ensure all steps required are completed.
SERVICE DELIVERY <i>Closure of the road will disrupt traffic and create additional travel for neighbouring properties.</i>	Low <i>Unlikely x Minor</i>	The road primarily services the residents of the Yallambee Village, given it's location it is not a connection path for non residential traffic.
FINANCIAL <i>The process will be costly to the rate-payer whilst benefiting only a small segment of the community</i>	Low <i>Unlikely x Minor</i>	Council will be seeking to recover all costs associated with the discontinuance and sale.

CONSULTATION

A community consultation process will be undertaken in accordance with Council's Community Engagement Policy 2025 as part of the proposed road discontinuance and sale processes.

The internal consultation included the City Assets planning team, who manage the road register, and the Waste management teams have been consulted and both teams have no objection to the partial discontinuance.

COMMUNICATION

Direct communication between Council's Property Operations team and Yallambee Village representatives, will continue throughout the process.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community.

Social

Not Applicable

Cultural

Not Applicable

Health

Not Applicable

Environmental

Not Applicable

Economic

Not Applicable

Financial

The costs associated with the discontinuance and any possible sale should it proceed will be recovered by Council from the purchaser.

The financial benefit will be realised with a reduction in the managed Council Road infrastructure as well as the proceeds of sale from the future land sale should the matter progress.

Attachments

1. Partial Road Discontinuance Map
2. Valuation Report (Published Separately)

This attachment is designated as confidential under subsection (a) of the definition of confidential information contained in section 3(1) of the Local Government Act 2020, as it relates to Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released. Valuation provides understanding of the commercial value of the property and releasing this information publicly will compromise Council's position in future discussions.

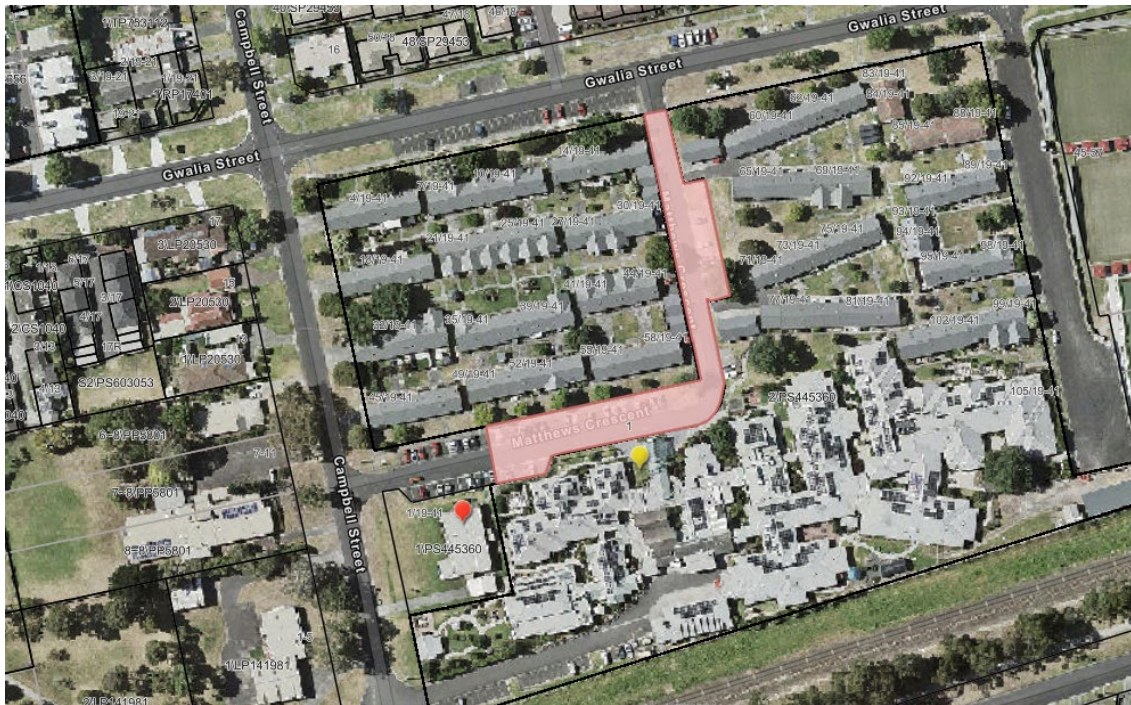
8.4

Partial Road Discontinuance - Matthews Crescent, Traralgon

1	Partial Road Discontinuance Map	119
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LATROBE CITY
COUNCIL

Attachment 1 – Partial Road Discontinuance Map



Matthews Crescent, Traralgon

Red Marker – Traralgon East Senior Citizen Centre

Yellow Marker – Yallambee Village Entrance

STATUTORY PLANNING

9. STATUTORY PLANNING

Item Number 9.1

22 September 2025

Regional City Planning and Assets

PROPOSED PLANNING SCHEME AMENDMENT C151 - LATROBE CITY SIGNAGE STRATEGY

PURPOSE

To provide Council with the background information and draft documentation for the proposed Planning Scheme Amendment C151- Latrobe City Signage Strategy (Amendment C151) and identify the next steps for consideration of the Amendment C151.

EXECUTIVE SUMMARY

- The need to prepare a municipal wide signage strategy (the Project) was identified through challenges faced with processing signage related planning permit applications from developers, business, and landowners mainly in the Central Business Districts (CBDs).
- The Project relates to signs which trigger a planning permit application.
- The Project was formally identified as further strategic work required in *Latrobe Planning Scheme Review 2024*.
- Planning controls, including planning permit triggers on signs are specified by State Government Policy. The purpose of the Project is to provide greater guidance through local policy to achieve positive outcomes through:
 - Improved guidance for business owners to understanding details on signs;
 - Improved quality of planning permit applications on signs; and,
 - Improved efficiency in assessment of planning permit applications on signs for Statutory Planners.
- These improvements will lead to facilitating development through greater understanding of policy (easing of perceived red tape), decrease in non-compliance, improved timeframes on planning permits for signs as well as improved amenity outcomes in Latrobe's CBDs.
- The Project was delivered in two separate reports:
 - Latrobe City Signage Background Review 2025 (**Attachment 1**); and,
 - Latrobe City Signage Strategy 2025 (**Attachment 2**).

- The Latrobe City Signage Background Review identified issues and opportunities to support recommendations, including:
 - Review of existing regulatory policy and performance;
 - Consultation with internal stakeholders and external businesses; and
 - Review of character areas within Latrobe City Council.
- The Latrobe City Signage Strategy provides the community and Council officers with an understanding of policy on signs in a local context, including:
 - Overarching policy on signs in Latrobe City Council consistent with planning policy; and
 - Defined sign guidelines to character areas, supported with illustrations.
- Derived from recommendations of the Latrobe City Signage Strategy, a Planning Scheme Amendment (**Attachment 1**) is proposed, this consists of:
 - New policy to be implemented into the Planning Policy Framework for signs;
 - Changes to the schedules of Activity Centre Zones for signs; and
 - Implement the Latrobe City Signage Strategy into the Latrobe Planning Scheme as Background Document.

OFFICER'S RECOMMENDATION

That Council:

- 1. endorses the draft Latrobe City Signage Background Review and Latrobe City Signage Strategy, provided at Attachment 1 and 2 for public exhibition as part of Amendment C151;**
- 2. requests authorisation from the Minister for Planning to prepare and exhibit Amendment C151 to the Latrobe Planning Scheme, in accordance with section 8A of the *Planning and Environment Act 1987*;**
- 3. prepares Amendment C151 to the Latrobe Planning Scheme to implement the recommendations of the Latrobe City Signage Strategy into ordinance, generally in accordance with the documentation provided at Attachment 3, subject to Ministerial Authorisation; and**
- 4. places Amendment C151 on exhibition in accordance with the requirements of section 19 of the *Planning and Environment Act 1987*, subject to Ministerial Authorisation.**

BACKGROUND

The purpose of the Project is to guide future planning applications that incorporate signage and inform Planning Policy Framework in the Latrobe Planning Scheme.

The objectives of the Project are:

- Identifying and addressing gaps in policy;
- Assisting applicants in understanding sign requirements (removal of perceived red tape);
- Providing a Council wide direction on signs through policy;
- Promoting a high standard of sign design; and
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.

The adopted methodology incorporates a comprehensive approach including a review of various contextual matters within the local environment.

The approach ensured well informed recommendations are documented to provide guidance and support policy changes from the identified issues and opportunities.

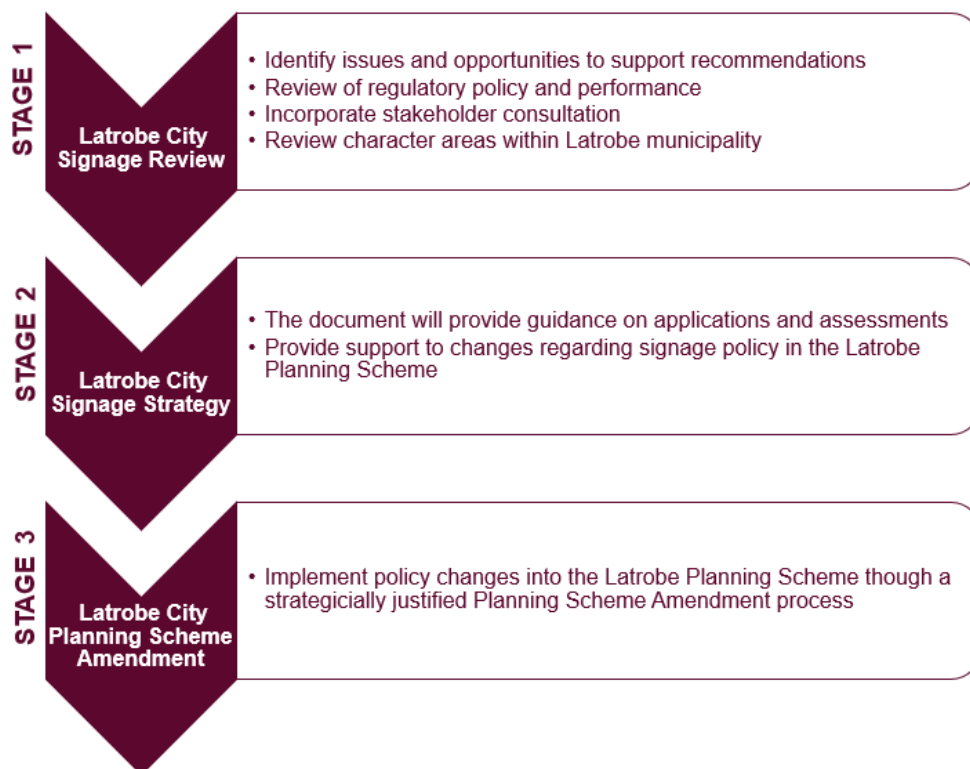


Figure 1 – Project methodology process

Project stage 1: The *Latrobe City Signage Background Review* (**Attachment 1**) included the following:

- Review of existing state and local level policy to identify gaps;
- Collection of sign application planning permit data to understand the number of applications in different areas;

- Consultation to understand firsthand information from Statutory Planning Officers, private businesses and real estate agents;
- Physical inspection of areas throughout Latrobe to identify issues and opportunities; and,
- Recommendations from the findings of the review for guideline document and Project scope.

Project stage 2: Following the recommendations of the *Latrobe Signage Background Review* the *Latrobe Signage Strategy* (**Attachment 2**) included the following:

- Foundation understanding of planning policy relating to signs;
- Overarching policy that includes, objectives, strategies and strategies;
- Character area policy that incorporates objectives and strategies with illustrations to demonstrate what types of signs are encouraged and discouraged (see Figure 2 for an examples of the illustrations); and
- Recommendations to implementation into the Latrobe planning Scheme through a Planning Scheme Amendment.

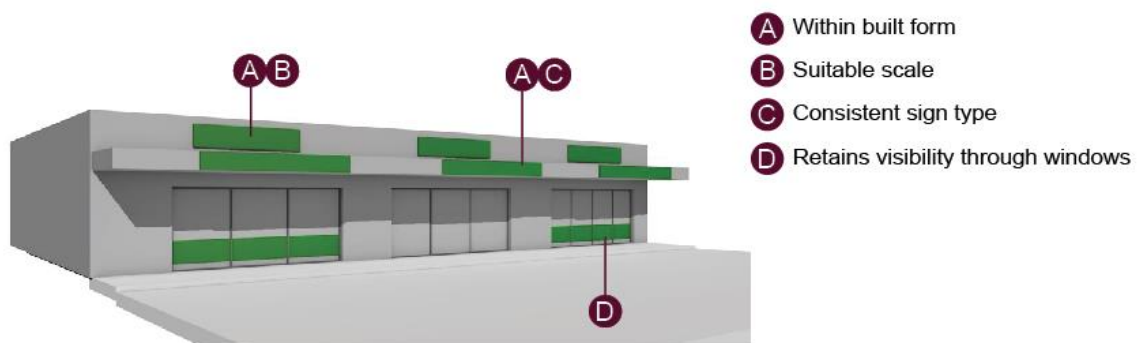


Figure 8: Encouraged signs in Neighbourhood and Local Activity Centres

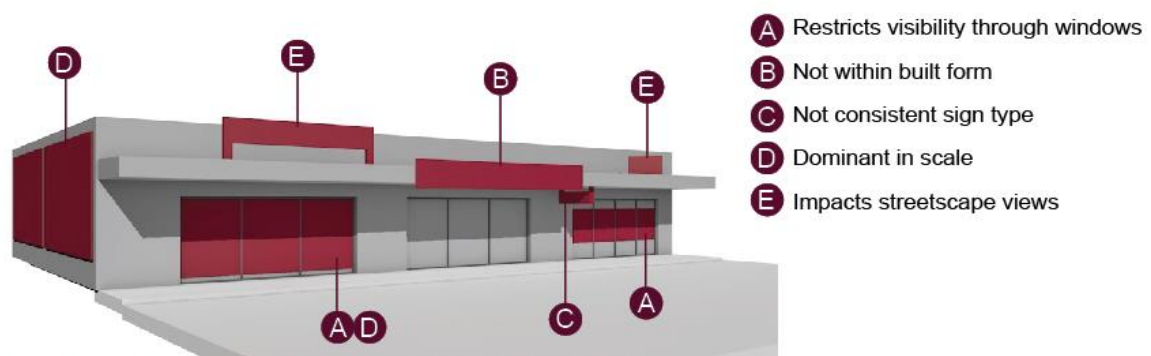


Figure 9: Discouraged signs in Neighbourhood and Local Activity Centres

Figure 2 – Example Illustration from Signage Strategy for Neighbourhood and Local Activity Centres.

ANALYSIS

Policy in the Latrobe City Signage Strategy is consistent with *Ministerial Direction, The Form and Content of Planning Schemes* to enable straightforward implementation from the Strategy into the Latrobe Planning Scheme (**Attachment 3**).

Project stage 3: The recommendations on policy changes to the Latrobe Planning Scheme include:

- New policy for signs to be implemented into Planning Policy Framework Clause 15.01-1L-01 Signs, to provide Council wide direction.
- Revise policy of Schedule 1 to Clause 37.08 Traralgon Activity Centre Zone, the revisions include improved detail through the schedule in relation to signs to improve understanding and direction.
- Revise policy of Schedule 2 to Clause 37.08 Morwell Activity Centre Zone, the revisions include improved detail through the schedule in relation to signs to improve understanding and direction.
- Revise Schedule to Clause 72.08 Background Documents to include the Latrobe City Signage Strategy (with example illustrations to aid applicant/planner understanding).

Legal and Compliance

The planning scheme amendment process is shown in in Figure 3 below, which identifies the current stage Amendment C151 is at in the process:

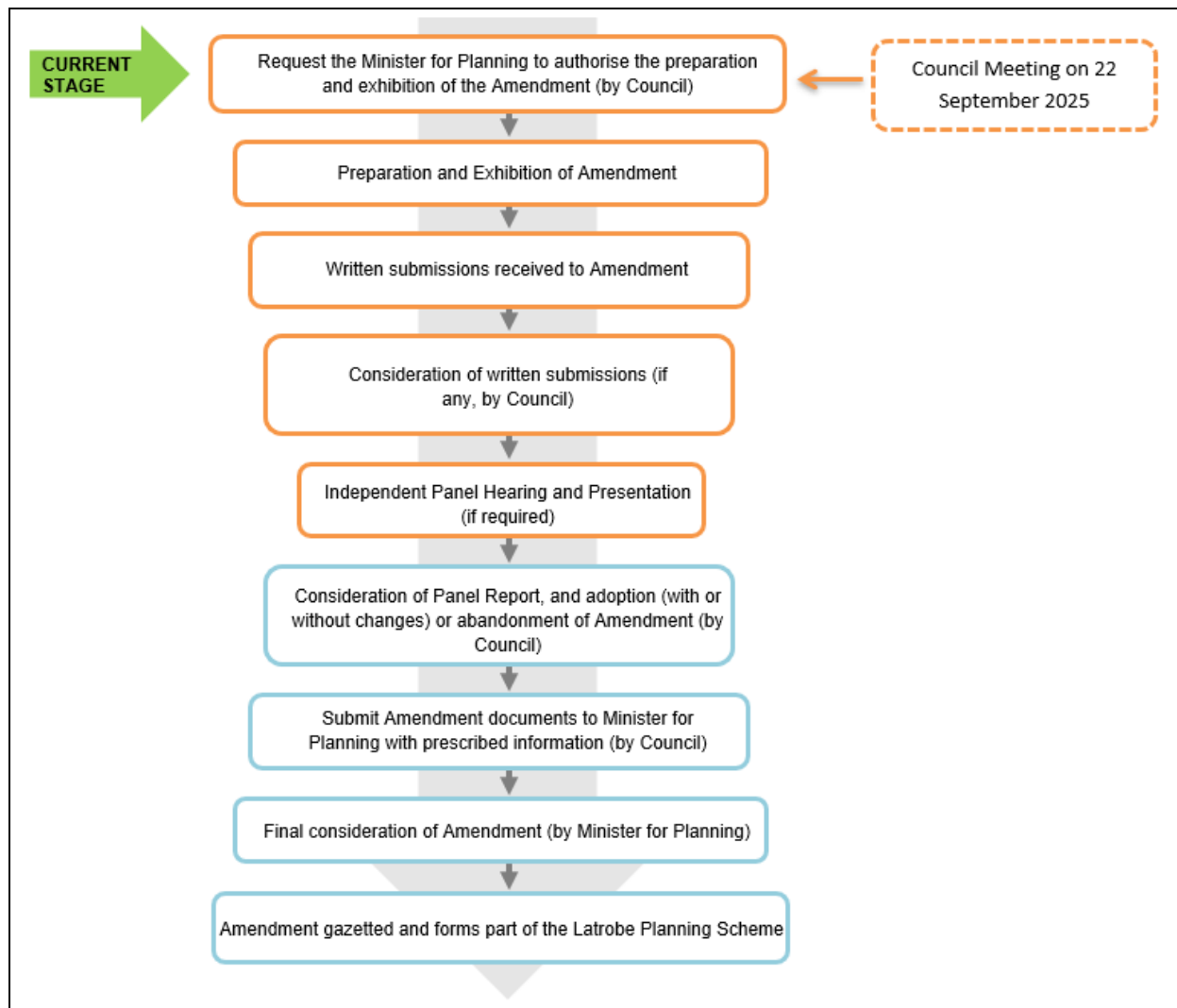


Figure 3 – Amendment C151 Planning Scheme Amendment Process

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
STRATEGIC Inability to complete a Planning Scheme Amendment will result in a lack of guidance and policy for signs, leading to increase in noncompliance.	Low <i>Unlikely x Minor</i>	Planning Officers will progress a Planning Scheme Amendment in accordance with section 19 of the Act, pending Council's authorisation of the Amendment.

RISK	RISK RATING	TREATMENT
STRATEGIC Inability to deliver information to the community in clear manner. This may lead to submissions which object to the Amendment, leading to potential impact on the reputation of the Council.	Low <i>Unlikely x Minor</i>	A thorough engagement strategy will be completed in preparation for public exhibition of the Amendment to ensure Clear and concise communication is achieved with all relevant stakeholders. Planning officers will respond to any submissions received. If the submission cannot be resolved, Council has the option to refer the Amendment to an independent planning panel to be considered.

CONSULTATION

The external stakeholders included real estate agents and business owners, as they either prepare or consult with people who prepare sign applications.

These stakeholders were consulted through targeted survey questions.

Consultation with Council Officers included surveys and meetings with Economic Development, Local Laws, Recreation and Open Space, Statutory Planning and Urban Growth departments.

While the perspectives on sign applications were different from applicant to Council Officer, there was key associations that supported the Project direction including:

- Greater guidance is required on what will or won't be supported to assist in refining sign application expectations;
- More information is required in the Planning Scheme as it holds more weight than a background or incorporated document;
- Current policy does not assist in communicating design elements to applicants for sign permits;
- Compliance is a large issue, especially in Activity Centre Zones to façade glazing of buildings; and,

- Need for clear representation on the context of signs in differing areas, incorporating visual demonstration on the appearance of signs in these areas.

COMMUNICATION

If authorisation is received, Amendment C151 is subject to the prescribed process in accordance with the public notice and consultation requirements of section 19 of the *Planning and Environment Act 1987* (Act).

An engagement plan will be developed to ensure appropriate engagement activities are undertaken for Amendment C151. This will include:

- Public exhibition of Amendment C151 for a minimum of one calendar month;
- Documents available on Council's website;
- *Have Your Say* webpage created;
- Due to the scale of the Amendment, targeted letters / emails notifying key interested parties about Amendment C151 or prescribed under the Act;
- Notices in the Latrobe Valley Express;
- Notice in the Government Gazette; and,
- Council officers will be available during the exhibition period to discuss the proposal.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community, as the Project includes a guideline on compliance with planning policy.

Social

The Project will also contribute to enhancing the amenity of Latrobe's CBDs, further attracting investment. The inclusion of further guidance on glazing requirements may provide positive outcomes on amenity and safety of the public realm.

Cultural

Not applicable.

Health

Not applicable.

Environmental

Not applicable.

Economic

Council officers cannot control the planning permit triggers for signs, this is normally triggered by the State section of the Planning Scheme. The Project will remove perceived red tape and facilitate development by making it easier for businesses to prepare applications for signage and quicker for Planners to assess such applications.

Financial

The Project is included within the Strategic Planning budget for the 25/26 financial year.

Proposed Amendment C151 will be undertaken with the Strategic Planning BAU budget for the 25/26 financial year. This includes costs associated with the Planning Panel (if required); which will be approximately \$10,000 based on similar size amendments.

The Planning Scheme Approval fee is increased annually, the current cost for 25/26 financial year is \$546.30.

Attachments

1. Draft Latrobe City Signage Background Review
2. Draft Latrobe City Signage Strategy

3. Draft Planning Scheme Amendments C151 documents

9.1

Proposed Planning Scheme Amendment C151 - Latrobe City Signage Strategy

1	Draft Latrobe City Signage Background Review	132
2	Draft Latrobe City Signage Strategy	162
3	Draft Planning Scheme Amendments C151 documents	180



LATROBE CITY SIGNAGE BACKGROUND REVIEW 2025

<i>Version</i>	<i>Document</i>	<i>PM Approved</i>	<i>PD Approved</i>	<i>Date</i>
1	Signage Background Review	BG	LD	8/09/2025

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CONTENTS

1. PROJECT EXECUTIVE SUMMARY	5
1.1 PURPOSE	5
1.2 OBJECTIVES	5
1.3 PROJECT METHODOLOGY	5
2. SIGN CHARACTERISTICS	6
2.1 WHAT IS A SIGN	6
2.2 PURPOSE OF SIGNS	6
3. EXISTING POLICY	7
3.1 PLANNING POLICY FRAMEWORK	7
3.1.1 Clause 15.01-1S Urban Design- Latrobe Planning Scheme	7
3.1.2 Clause 15.01-1L Urban design- Latrobe Planning Scheme	7
3.1.3 Planning Policy Framework Summary	7
3.2 ZONES	8
3.2.1 Schedule to 36.02 Public Park and Recreation Zone (PPRZ)	8
3.2.2 Schedule 1 & 2 to 37.08 Activity Centre Zone (ACZ)	8
3.2.3 Zones Summary	9
3.3 PARTICULAR PROVISIONS	10
3.3.1 Clause 52.05 Signs- Latrobe Planning Scheme	10
3.3.2 Particular Provisions Summary	10
3.4 OPERATIONAL PROVISIONS	11
3.4.1 Clause 73.02 Sign Terms- Latrobe Planning Scheme	11
3.4.2 Operational Provisions Summary	12
3.5 BACKGROUND DOCUMENTS	13
3.5.1 The Urban Design Guidelines for Victoria (Department of Environment, Land, Water and Planning, 2017).	13
3.5.2 Recreation Reserves and Facilities Signage Policy (December 2022)	13
3.5.3 Traralgon Activity Centre Plan 2018	13
3.5.4 Morwell Activity Centre Plan 2022	13
3.5.5 Background Documents Summary	14
4. REGULATORY FRAMEWORK PERFORMANCE	15
4.1 PLANNING PERMIT APPLICATIONS	15
4.1.1 Planning Permit Application Summary	15
5. CONSULTATION	16
5.1 COUNCIL OFFICER CONSULTATION	16
5.1.1 Council Officer Consultation Summary	16
5.2 EXTERNAL STAKEHOLDER CONSULTATION	17
5.2.1 External Stakeholder Consultation Summary	17
6. AREAS REVIEW	18
6.1 CHARACTER AREAS REVIEW	18
6.1.1 Regional Retail Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell)	19
6.1.2 Large Town Centre (Churchill)	20
6.1.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail	21
6.1.4 Neighbourhood and Local Activity Centres	22
6.1.5 Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)	23
6.1.6 Residential Areas and Rural Areas	24
6.1.7 Heritage Places	25
6.1.9 Major Promotion Signs	26
7. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME	28
8. RECOMMENDATIONS	29

LIST OF FIGURES

Figure 1: Methodology process	5
Figure 2: Signage Height Diagram	6
Figure 3: Sign application data graph	15
Figure 4: Traralgon Aerial Map	27
Figure 5: Moe Aerial Map	27
Figure 6: Morwell Aerial Map	27

List of Tables

TABLE 1: Sign category table	10
Table 2: Table from Clause 73.02	11
Table 3: Sign application data table	15
Table 4: Regional / Sub-regional Retail Centres Issues and Opportunities table	19
Table 5: Large Town Centre Issues and Opportunities table	20
Table 6: Mid Valley Shopping Centre and Big Box Retail Issues and Opportunities table	21
Table 7: Neighbourhood and Local Activity Centres Issues and Opportunities table	22
Table 8: Small Town Centres Issues and Opportunities table	23
Table 9: Residential and Rural Areas Issues and Opportunities table	24
Table 10: Heritage Places Issues and Opportunities table	25
Table 11: Major Promotional Signs Issues and Opportunities table	26

List of Photographs

PHOTO 1: Commercial Road, Morwell	12
Photo 2: Seymour Street Traralgon	18
Photo 3: Hazelwood Village Carpark, Churchill	20
Photo 4: Vestan Drive, Morwell	21
Photo 5: Barker Crescent, Traralgon	22
Photo 6: Main Street, Yinnar	23
Photo 7: Victoria Street, Toongabbie	23
Photo 8: Glengarry West Road, Tyers	24
Photo 9: Heritage building 92-102 Franklin Street, Traralgon	25
Photo 10: Princes Highway Service Road, Traralgon	26



1. PROJECT EXECUTIVE SUMMARY

This section includes details relevant to the overarching scope of work on signage.

1.1 PURPOSE

The project sets out to guide future planning applications that incorporate signage and inform Planning Policy Framework in the Latrobe Planning Scheme.

1.2 OBJECTIVES

The objectives of the project includes:

- Identifying and addressing gaps in policy;
- Assisting applicants in understanding sign requirements and removal of perceived red tape;
- Providing a Council wide direction on signs through policy;
- Promoting a high standard of sign design; and
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.

1.3 PROJECT METHODOLOGY

The methodology adopted in the project incorporates a comprehensive approach including a review of various contextual matters within the local environment.

This approach will ensure well informed recommendations are documented which will provide guidance and support policy changes from the identified issues and opportunities.

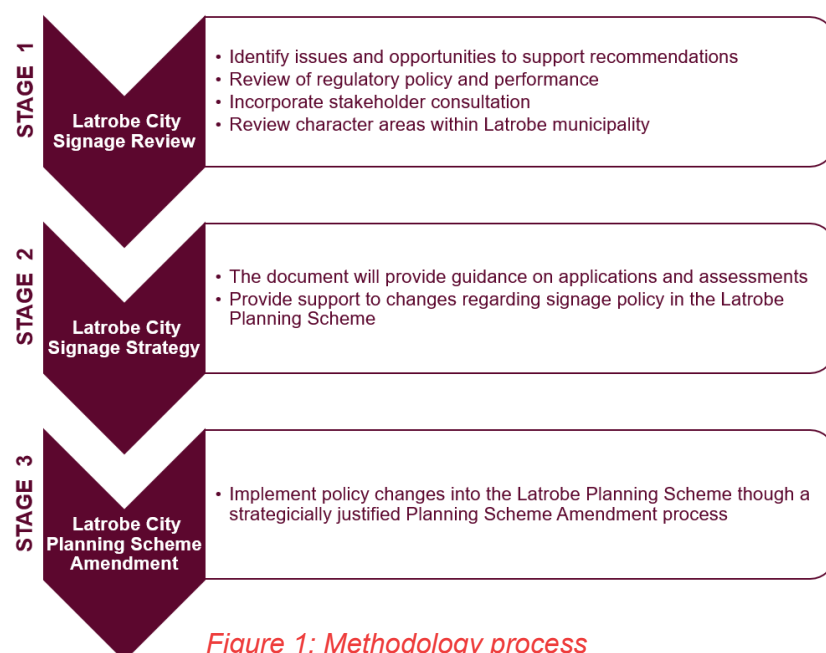


Figure 1: Methodology process

2. SIGN CHARACTERISTICS

2.1 WHAT IS A SIGN

Details and definitions relevant to signs are included in the Latrobe Planning Scheme, although from a broader perspective, a sign is an object that communicates a message. The message is generally consistent to identify, advertise or provide direction.

Signs communicate their information via painted, film coated, printed, projected, or incised surfaces with electronic signage such as screens becoming more common.

Signs may include text, characters, logos, colours, patterns or objects to communicate a message.

2.2 PURPOSE OF SIGNS

The purpose of signs is to effectively identify a business or communicate a message. To be effective a sign should:

- Be placed where it is visible to potential audience;
- Present a clear image; and
- Be safe and durable.

The height location of a sign should consider the perspective of its intended audience such as:

- High Height- Stand alone business, viewed from a passing road or open space;
- Traffic Height- Viewed from roads and transportation; and
- Pedestrian Height- To be utilised in narrow streets where buildings cannot be viewed from a long distance such as town centres.

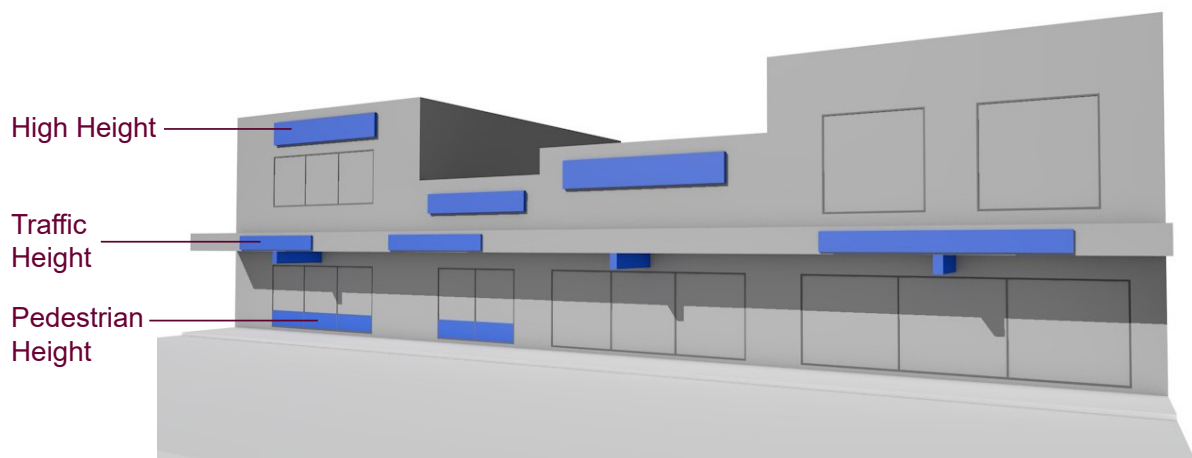


Figure 2: Signage Height Diagram

3. EXISTING POLICY

3.1 PLANNING POLICY FRAMEWORK

This section details the relevant objectives, strategies and Background Documents in the Latrobe Planning Scheme which relate to Signage.

3.1.1 Clause 15.01-1S Urban Design- Latrobe Planning Scheme

Clause 15.01-1S Urban Design of the Latrobe Planning Scheme has the following objective:

- *To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.*

Strategies to achieve this objective in relation to signage include:

- *Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.*
- *Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*

3.1.2 Clause 15.01-1L Urban design- Latrobe Planning Scheme

Clause 15.01-1L Urban Design of the Latrobe Planning Scheme has the following Strategies which relate to Signage:

- *Encourage built form that provides and enhances passive surveillance.*
- *Encourage all retail outlets to provide active street frontages, including low level signs to street frontages and by avoiding blank walls.*

It also includes a policy guideline to:

- *Encourage commercial development that:*
 - *Incorporates signs that complements the host building and does not dominate the streetscape so as to cause visual clutter.*

Clause 15.01-1 provides little guidance for signage from the Strategies derived from background document *Urban Design Guidelines for Victoria (Department of Environment, Land, Water and Planning, 2017)*.

3.1.3 Planning Policy Framework Summary

Planning Policy Framework provides high level direction on signs. While some direction is provided, there is opportunity to improve the level of detail through local context. A Local Clause on signs would assist in further guidance throughout the Planning Scheme and should be considered to be implemented following review on signs in Latrobe City Council.

3.2 ZONES

3.2.1 Schedule to 36.02 Public Park and Recreation Zone (PPRZ)

The schedule to Clause 36.02 to the Public Park and Recreation Zone includes 'Sign requirements' table which specifies the Sign Category for recreation facilities, including:

- Regional Facilities – Category 2 (Office and Industrial).
- Local Facilities – Category 3 (High Amenity Areas).
- Facilities not listed – Category 4 (Sensitive Areas).

This allows for development of signage on Latrobe City Council's recreation facility in accordance Recreation Reserves and Facilities Signage Policy December 2022.

The Latrobe City Council Recreation Reserves and Facilities Signage Policy and changes to the schedule to Public Park and Recreation Zone was implemented through Amendment C101. Amendment C101 implemented the recommendations of the Latrobe Planning Scheme Review 2014. The Amendment was gazetted into the Latrobe Planning Scheme 6 March 2020.

The Latrobe City Council Recreation Reserves and Facilities Signage Policy and the Planning Scheme subsequently amended through Amendment C132 on 29 August 2024 which made minor correction to names and categories of reserves.

3.2.2 Schedule 1 & 2 to 37.08 Activity Centre Zone (ACZ)

The schedules provide guidance on design and development relating to Signage and Lighting. In particular the Section 4.4 Design and Development requirements for Signage and Lighting include:

Schedule 1 and 2 to Clause 37.08 Activity Centre Zone:

- *Signs should not be disproportionate to buildings and streetscape to avoid overwhelming them.*
- *Signs should not protrude above the parapet.*
- *The proportion and scale of signs should complement the prevailing sign character in the streetscape.*
- *Encourage illumination of building façades where lighting is well integrated into the façade design, subject to no light spilling into adjoining residential areas and areas with shop-top housing.*

In addition, Schedule 2 to Clause 37.08 Activity Centre Zone also includes:

- *Street panel signs are discouraged as well as projecting signs above cantilevered awnings.*
- *Where illuminated signs are proposed, ensure light spill to nearby residential land is avoided*
- *Painted or fixed signage on windows should be avoided.*
- *Business identification signs should form part of the overall design of the building as to not be visually dominant.*

Schedules 1 and 2 to Clause 37.08 of the Activity Centre Zone were introduced into the Latrobe Planning Scheme through the implementation Amendment C106 Traralgon Activity Centre Plan and Amendment C137 Morwell Activity Centre Plan.

Amendment C106 was gazetted on 7 February 2019 and Amendment C137 on 2 June 2023 into the Latrobe Planning Scheme.

3.2.3 Zones Summary

The review of Zones identifies that there is minimal direction on signage. While other policy amendments may seek to make changes relevant to signage in subject areas, there is opportunity to develop on policy direct to signage. Having a developed policy would provide assistance to planning provisions relevant to character areas, visual impacts and built environments.

3.3 PARTICULAR PROVISIONS

3.3.1 Clause 52.05 Signs- Latrobe Planning Scheme

Clause 52.05 of the Latrobe Planning Scheme relates to Sign applications. In particular applications the purpose of the Clause is to;

- *Regulate the development of land for signs and associated structures.*
- *Ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.*
- *Ensure signs do not contribute to excessive visual clutter or visual disorder.*
- *Ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road*

There is nothing specified in the Schedule to Clause 52.05 in the Latrobe Planning Scheme. The below summarises the categories included in Clause 52.05.

Table 1: Sign category table

Category (Limitation)	Area	Purpose	Zones
1 (Minimum)	Commercial	To provide for identification and promotion signs and signs that add vitality and colour to commercial areas	<ul style="list-style-type: none"> • Commercial Activity Centre
2 (Low)	Office & Industrial	To provide for adequate identification signs and signs that are appropriate to office and industrial areas	<ul style="list-style-type: none"> • Industrial
3 (Medium)	High Amenity	To ensure that signs in high-amenity areas are orderly, of good design and do not detract from the appearance of the building on which a sign is displayed or the surrounding area	<ul style="list-style-type: none"> • General Residential • Neighbourhood Residential • Low Density Residential • Mixed Use Township • Rural Living • Urban Growth
4 (Maximum)	Sensitive	To provide for unobtrusive signs in areas requiring strong amenity control	<ul style="list-style-type: none"> • Farming • Public Use • Public Park & Recreation Special Use

3.3.2 Particular Provisions Summary

The Particular Provision Clause provides the most direction on signage in the Latrobe Planning Scheme. Details on signage included in Clause 52.05 provide guidance on the requirements and conditions of applications, including the category of signage control that applies to specific zones. These categories ensure that signage is compatible with the amenity and visual appearance of the direct and surrounding area.

3.4 OPERATIONAL PROVISIONS

3.4.1 Clause 73.02 Sign Terms- Latrobe Planning Scheme

The following table included in Clause 73.02 of the Latrobe Planning Scheme lists terms which are referred to in Clause 52.05 Signs of the Latrobe Planning Scheme, to ensure clear understanding of terms.

Table 2: Table from Clause 73.02

<i>Sign Term</i>	<i>Definition</i>
Above- verandah sign	A sign above a verandah or, if no verandah, that is more than 3.7 metres above pavement level, and which projects more than 0.3 metre outside the site.
Display area	The area of that part of a sign used to display its content, including borders, surrounds and logo boxes. It does not include safety devices, platforms and lighting structures. If the sign does not move or rotate, the area is one side only.
Animated sign	A sign that can move, contains moving or scrolling parts, changes its message, flashes, or has a moving or flashing border.
Bed and breakfast sign	A sign at a dwelling that advertises bed and breakfast accommodation in the dwelling.
Bunting sign	An advertisement that consists of bunting, streamers, flags, windvanes, or the like.
Business identification sign	A sign that provides business identification information about a business or industry on the land where it is displayed. The information may include the name of the business or building, the street number of the business premises, the nature of the business, a business logo or other business identification information.
Electronic sign	A sign that can be updated electronically. It includes screens broadcasting still or moving images.
Floodlit sign	A sign illuminated by external lighting provided for that purpose.
High-wall sign	A sign on the wall of a building so that part of it is more than 10 metres above the ground.
Home based business sign	A sign at a dwelling that advertises a home based business carried on in the dwelling, or on the land around the dwelling.
Internally illuminated sign	A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.
Major promotion sign	A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
Panel sign	A sign with an advertisement area exceeding 10 square metres.

Pole sign	A sign: a) on a pole or pylon that is not part of a building or another structure; b) that is no more than 7 metres above the ground; c) with an advertisement area not exceeding 6 square metres; and d) that has a clearance under it of at least 2.7 metres.
Promotion sign	A sign of less than 18 square metres that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.
Reflective sign	A sign finished with material specifically made to reflect external light.
Sign	Includes a structure specifically built to support or illuminate a sign.
Sky sign	A sign: a) on or above the roof of a building, but not a verandah; b) fixed to the wall of a building and which projects above the wall; or c) fixed to a structure (not a building) so that part of it is more than 7 metres above the ground.

3.4.2 Operational Provisions Summary

The Operational Provisions provide definitions on the terms used regarding signage. While these terms assist in providing guidance on the specifics of planning matters, Council Officers identified gaps in the interpretation for some terms when assessing planning permit applications, it is noted that Clause 73.02 was last amended in July 2018. These details demonstrate that there is an opportunity to improve policy and to assist in defining further matters not already included in state policy.

Photo 1: Commercial Road, Morwell



3.5 BACKGROUND DOCUMENTS

The following documents are background documents at Clause 72.08 of the Latrobe Planning Scheme which are relevant to signage.

3.5.1 The Urban Design Guidelines for Victoria (Department of Environment, Land, Water and Planning, 2017).

To ensure signs contribute to the amenity and local character of an area:

- Scale advertising signs to be consistent with the surrounding urban context. (Large signs can impede sight lines and views. Refer to detailed guidance in the Victoria Planning Provisions Clause 52.05 Advertising signs).
- Consolidate multiple messages into a single sign.

To ensure sensitive uses adjacent to illuminated signage are protected from light spill:

- Where a sign is illuminated, shield light spill to adjacent sensitive uses. (Illuminated signs can cause glare and dazzle viewers at night, and intrude into sensitive uses).

To manage the placement, currency and design of signs in public spaces:

- Undertake a periodic review of signs in public spaces.
- Maintain up-to-date information on signs, and remove redundant signs.

3.5.2 Recreation Reserves and Facilities Signage Policy (December 2022)

The Latrobe Planning Scheme prohibits the display of promotional signs in Public Park and Recreation Zone (PPRZ) and Public Use Zone (PUZ).

Latrobe City Councils 'Recreation Reserves and Facilities Signage Policy' provides guidelines for the review and approval of requests from sporting clubs and public land managers to display promotional signs and to temporarily name Council recreation reserves for sponsorship purposes.

3.5.3 Traralgon Activity Centre Plan 2018

The Traralgon Activity Centre Plan guides the future land use and development in a coordinated manner and provides greater certainty for all stakeholders for desired outcomes for use and development in the Traralgon Central Business District. It provides direction around appropriate signage outcomes and led to the directions in Schedule 1 to the Activity Centre Zone.

3.5.4 Morwell Activity Centre Plan 2022

The Morwell Activity Centre Plan guides the future land use and development in a coordinated manner and provides greater certainty for all stakeholders for desired outcomes for use and development in the Morwell Central Business District. It provides direction around appropriate signage outcomes and led to the directions in Schedule 2 to the Activity Centre Zone.

3.5.5 Background Documents Summary

The background documents that inform the Latrobe Planning Scheme are directed to state policy and land that is used by the public such as reserves and facilities. This exposes the need for further work to be completed in the development of background documentation in order to provide greater guidance to inform local policy.

4. REGULATORY FRAMEWORK PERFORMANCE

4.1 PLANNING PERMIT APPLICATIONS

A review of planning permit decisions at Latrobe City Council for sign applications within the last five financial years is included below:

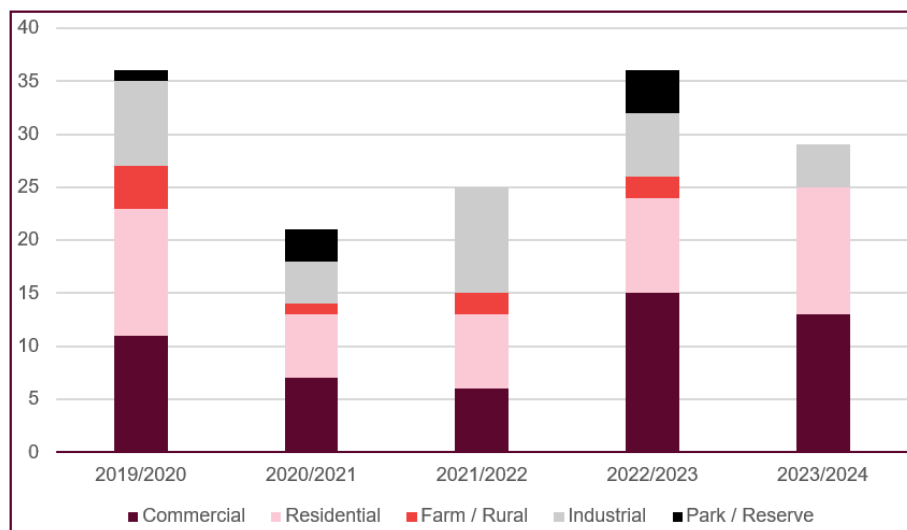
Table 3: Sign application data table

	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Total
Commercial	11	7	6	15	13	52
Residential	12	6	7	9	12	46
Farm / Rural	4	1	2	2	0	9
Industrial	8	4	10	6	4	32
Park / Reserve	1	3	0	4	0	8
Total	36	21	25	36	29	147

The information reveals commercial areas receive the most applications, with exception of the number of applications received during the height of the COVID 19 pandemic. Applications in commercial areas are constantly higher than other areas.

Commercial and residential are the primary areas of focus for signage as they contribute to 75% of applications. This is considering the mixed use zone is classified as a residential zone, even though it typically contains shops or other retail uses that are consistent with commercially zoned land.

Figure 3: Sign application data graph



4.1.1 Planning Permit Application Summary

Based on the application data included in table 3 and figure 3, it is anticipated that the forecast total number of applications per year will be 30+. While there may be a number of signs that do not require a permit due to their circumstances of replacing like for like, a key objective of the signage strategy is to facilitate planning permit applications in an effort to reduce the amount of non-compliant signs that have not obtained a planning permit. The advantages in having this planning policy and guidelines will benefit not only applicants but also the anticipated workload for Council.

5. CONSULTATION

5.1 COUNCIL OFFICER CONSULTATION

Consultation with Council Officers included surveys and meetings, while such departments as Economic Development and Local Laws were involved, the statutory planning officers provided the highest level of participation, this consultation provided the below information:

- Current signs in towns of Latrobe do not present the area in good manner;
- Current policy does not assist in communicating design elements to applicants for sign permits;
- More information is required in the Planning Scheme as it holds more weight than a background or incorporated document;
- Greater guidance is required on what will or won't be supported to assist in refining application expectations;
- External stakeholders were identified in real estate agents and business owners;
- A review of existing sign permits is required to ensure they are maintained, as per planning permit conditions and removed from redundant business;
- Further consideration of heritage should be identified in applications when assessing permits;
- It was found that majority of the public are not aware a permit may be required for signs; and
- Compliance is a large issue, especially in Activity Centre Zones to façade glazing of buildings.

5.1.1 Council Officer Consultation Summary

The response to Council Officer consultation provided details on the issues and opportunities from people who assess applications. From this information key gaps in policy are identified leading to recommendations in:

- Providing details on characteristics of the types of signs, including illustrations to assist applicants in understanding planning policy and reference for assessment standards;
- Developing a policy that can be utilised by the public to determine if a planning permit is required;
- Reviewing the existing signs within town centers to identify non-compliant and out of character details where present; and
- Clear details required on the maintenance and condition of signs.

5.2 EXTERNAL STAKEHOLDER CONSULTATION

A key objective in the review of signage is to assist applicants in understanding signage requirements and the removal of perceived red tape, external stakeholder consultation is significant in understanding the issues and opportunities relative to this.

External stakeholders were identified through consultation with internal stakeholders. The external stakeholders included business owners and real estate agents, as they either prepare or consult with people who prepare applications. These stakeholders were consulted through surveys to understand their experience in applying for planning permits that contained signage. Listed below are the common findings:

- Most people perceive sign requirements as strict, which may impact on the ability to provide the signs they prefer;
- It is difficult to understand provisions of signs in the Planning Scheme, details are complex and almost always require assistance of Council Officers. This assistance requires discussions in person and via phone call, as written assistance such as emails are too complicated;
- Although technical, sign permits are commonly seen as a minor item in comparison to other planning requirements when completing planning permit applications. In many instances, there is a lack of understanding regarding what is deemed appropriate or will receive approval; and
- It is thought that when a proposed sign is intended to replace an existing sign, a planning permit is not necessary.

5.2.1 External Stakeholder Consultation Summary

The information provided from external and internal stakeholders was varying in perspective but of similar context and consistency on subjects.

A strong connection is established between the objectives of the signage review and information received from external stakeholder consultation. This information provides direction for the inclusions of the signage strategy, including:

- The need for a document to assist in the understanding of technical planning policy matters.
- Clear representation on the context of signs in differing areas, incorporating visual demonstration on the appearance of signs in these areas.
- Providing details on matters raised by stakeholders which are not included in current policy.

6. AREAS REVIEW

6.1 CHARACTER AREAS REVIEW

A true understanding to the role of signage in Latrobe is achieved through review of character areas. Character areas have been developed which group similar areas across the municipality to provide ease of assessment and consideration of similar issues and opportunities. These character areas are identified through zone, sign category (as specified in Clause 52.05) and a description of the area including details on built form, streetscape environment, etc.

The signage of these areas was reviewed to document the issues and opportunities. The identified character areas include:

- Regional and Subregional Retail Centres;
- Large Town Centres;
- Shopping Centres, Big Box Retail and Industrial;
- Neighbourhood and Local Activity Centres;
- Small Town Centres;
- Residential and Rural Areas;
- Heritage Places; and
- Major Promotion Signs.

Photo 2: Seymour Street Traralgon



6.1.1 Regional Retail Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell)**Zones:** Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2) and Commercial 1 Zone (C1Z).**Sign Categories:** 1 and 2, minimal area included in Category 3.**Description:**

These areas form the Central Business District (CBD) of towns, consisting of structured grid formation roadways, varying built form and uses that are identified into precinct areas.

The varying characteristics of these precincts include central streets that are generally lined with continuous commercial buildings up to 3 storeys high, incorporating veranda coverings to footpath area. Fringe properties adjacent to less dense built form or traditional residential homes promote a different street scape and context of signage in consideration of surrounding areas.

The combination of streetscape built form, volume of pedestrian and vehicle movements, these areas include the highest concentration of signage in Latrobe City.

Table 4: Regional / Sub-regional Retail Centres Issues and Opportunities table

<i>Issues</i>	<i>Opportunities</i>
Excessive amounts of signage applied to building fronts including glazed areas restricts views between the inside of the building and street on the ground of buildings in key retail spaces, providing a negative impact on safety and active frontage.	Illustrations required to demonstrate what is deemed appropriate. The large amount of non compliant signs may require compliance intervention to assist in the matter.
Large electronic and illuminated signs especially at pedestrian level dominate areas they are featured, resulting in detrimental impact to the surrounding area.	Ensure policy provides detail on the preferred location in relation to the varying types of illuminated signs.
Large signs that are disproportionate to their host building and streetscape.	Provide understanding on the expected scale of signage in comparison to environment,
Inconsistency in types and size of signs located above verandah can dominate building facades and appear out of character to the area. Signs that are not applied to the development built form such as 'V' signs and panel signs with stand alone structure restrict line of sight and should not be encouraged.	Introduce policy on the matter, supported by visual demonstration to assist in defining issue.
Old signs, including frames and sign structures remain where they have deteriorated or new signs have not been installed in the same location.	Details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed with maintenance requirements.
Visual clutter resulting from excessive numbers and sizes of signs, as well as their placement.	Further detail required to assist applicants regarding the amount of signage deemed appropriate to the context of area.

6.1.2 Large Town Centre (Churchill)

Zone: Commercial 1 Zone (C1Z).

Sign Category: 1

Description:

The main development of the area includes shopping centres: Hazelwood Village and West Place and carparks that are orientated to central road Georgina Place, the other aspect of development is Phillip Parade which includes individually constructed buildings. Hazelwood Village includes 13 stores in a strip shopping configuration while West Place includes a large chain supermarket and retail stores along with smaller retail stores, consisting of 12 stores in total, 9 internal and 3 accessed from outside the centre.

The difference in development provides a contrast in built form and character of streetscape throughout the town centre. While the target audience for signage in these areas is unified, the contrast in development facilitates a difference in signage.

Issues	Opportunities
Active frontages eliminated due to signs applied to whole or most of shopfront glazing	Illustrations required to demonstrate policy and what is deemed appropriate.
Irregularity of signs in immediate area to one another.	Provide policy that supports a consistent appearance of signs within close proximity.
Old signs, including frames and structures remain where no or new signs are installed.	Ensure policy supports details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed.
Saturation of signs to smaller strip shopping stores	Further detail required to assist applicants regarding the amount of signage deemed appropriate to the context of area.

Table 5: Large Town Centre Issues and Opportunities table

Photo 3: Hazelwood Village Carpark, Churchill



6.1.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail

Zones: Commercial 1 Zone (C1Z) and Commercial 2 Zone (C2Z)

Sign Category: 1

Description:

Signage to industrial and big box retail areas share similar characteristics within Latrobe City. Therefore, it can be considered that industrial areas have been reviewed inline with Big box Retail.

Mid Valley includes a shopping centre which consists of a variety of store sizes, including large retailers and supermarkets along with smaller retail stores to a total of 56, 4 which are accessed from outside the centre. A separately constructed movie theatre and house hardware store are also included on the site, all which are accessed from large open carparking provided onsite.

There are five big box retail precincts in Latrobe, three which are not currently developed, the two developed precincts are located along the North and South of Argyle street in Traralgon and the North and South of Princes Drive in Morwell.

The built form of these areas consists mostly of buildings that are not only large in area but also height, the range of uses varies significantly, from retail stores, restaurants and supermarkets to more industrial type uses such as glazing shop fitters and mechanics.

Issues	Opportunities
Excessive number of freestanding signs with buildings that also incorporate a large amount of signage.	Provide guidance on the design of freestanding signs to promote consolidation of signs from individual structures on the same site.
The scale of freestanding and pole signs, obstruct views and appear disproportionate to the streetscape.	Provide policy to discourage pole signs that retract from the streetscape, with support of alternative sign structures more considerate in size.
Large amount of signs that do not comply with existing policy.	Provide clear details on standards and requirements of signs, utilise illustrations to demonstrate clearly.

Table 6: Mid Valley Shopping Centre and Big Box Retail Issues and Opportunities table

Photo 4: Vestan Drive, Morwell



6.1.4 Neighbourhood and Local Activity Centres

Zones: Mixed Use Zone (MUZ) and Commercial 1 Zone (C1Z).

Sign Categories: 3 and 1.

Description:

The built form of local activity centres compromises of low scale shopfronts in a strip shopping arrangement and roadside car parking. The range of stores commonly consists of up to five and includes take away food, coffee and convenience shops, hairdressers and chemist. Signs to these areas consists of a combination of incorporated into built form and purpose built sign structures.

Latrobe City currently contains one Neighbourhood activity centre on the corner of Marshalls Road and Traralgon Maffra Road. The built form of Neighbourhood activity centres consists of buildings and provisions that are larger in comparison to the local activity centres. These buildings include a daycare centre and supermarket that present to a central carpark area. The scale and design of these buildings enables a large format and type of signage, even when surrounded by residential properties.

Issues	Opportunities
Visual clutter of signs including glazed areas reduces views between the inside of the building and street. Providing a negative impact on safety and active frontage.	Illustrations required to demonstrate policy and what is deemed appropriate.
Electronic and illuminated signs not considerate of surrounding sensitive uses.	Proposed signs required to document neighbouring sensitive uses to demonstrate consideration.
Sign scale and location not considerate of contextual surroundings.	Provide policy that discourages signs that protrude from development built form and require a structure to support the sign being from a building or stand alone structure.
Multiple sign types incorporated into the one development area provides lack of uniformity of each area and across the whole of Council.	Provide policy that supports a consist ant appearance of signs within close proximity.
Redundant signs are visible in most areas, including product brands, painted surfaces, previous shops sign and sign structures.	Ensure guidelines provide clear instruction regarding the removal of existing signs not proposed to be used.

Table 7: Neighbourhood and Local Activitiy Centres Issues and Opportunities table

Photo 5: Barker Crescent, Traralgon



6.1.5 Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)

Zone: Township Zone (TZ)

Sign Category: 3

Description:

These areas consist of two similar settings, one being Boolarra, Toongabbie, Traralgon South and Tyers that include a single general store that represents a central hub of the town. The other being Glengarry, Yallourn North and Yinnar which includes a main street consisting of up to ten stores. The character of these areas is comparable as most buildings are of a historic period or petrol stations that present to the same audience with similar context of signage. Due to the traditional built form and rural environment signage appears less formal with product branding common, and signage structures attached to buildings.

Issues

Opportunities

Signs cover a large amount of facade glazing which reduces the connection from inside to outside of the building resulting in a reduced level of safety and heritage preservation.	Illustrations required to demonstrate what is deemed appropriate.
Some signs appear to dominate the building facade due to their size and not able to be incorporated into the built form.	Provide policy accompanied by illustrations regarding the scale of signs in comparison to built form and discourage signs that protrude from built form.
Flags, A frames and corflute signs to posts tend to cause clutter to pedestrians reduce the heritage appeal of places.	Further understanding of Council’s Local Law agreements to be communicated where applicable.
Old signage, including frames and structures remain where no or new signs are installed.	Details of all existing signs to be documentation in applications, permit conditions to nominate redundant signs and sign structures to be removed.

Table 8: Small Town Centres Issues and Opportunities table

Photo 6: Main Street, Yinnar

Photo 7: Victoria Street, Toongabbie



6.1.6 Residential Areas and Rural Areas

Zones: Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ), Low Density Residential Zone (LDRZ), Rural living Zone (RLZ), Rural Conservation Zone (RCZ) and Farming Zone (FZ).

Sign Categories: 3 and 4

Description:

The residential areas of Latrobe are typically occupied by single storey detached dwellings. This sensitive land use of residential living focuses on privacy, low noise and residential living quality. There are non-residential uses present in these areas such as medical centres, child care centres, service stations, corner shops and home businesses.

The effects of signage are heightened in these areas due to the neighbourhood character and nature of streetscape. The impacts of signage in relation to the context of surrounding must be carefully considered to ensure the focus of use in these areas is preserved.

Latrobe City as a regional Council includes a large rural area that varies in landscapes that reflect the natural characteristics of the region. The use of this land is predominantly agricultural in farming with dwellings spread through the rural setting, accompanied by ancillary structures. These areas share a similarity of sensitive use to that of more populated in town residential areas and in turn the same issues faced with signage.

Issues

Opportunities

Signs that present to adjoining dwellings do not consider the surroundings of the subject site.	Ensure policy provides clear understanding of the expectation to surrounding land to proposed sign.
Signs that incorporate lighting or illumination are not considerate of character area and appears to be a point of difference which disturbs the streetscape.	Policy to further detail discouragement of lighting and illumination of signs in residential and Rural areas.
Where located at high levels signs do not blend into landscape and surrounds.	Provide further detail on the standards to signage in relation to scale and discourage sign structures that do not appear in context of the surrounding environment.
Promotion signs that do not comply with policy are installed, some in temporary fashion for long duration of time.	Ensure policy indicates when a planning permit is required for signs.

Table 9: Residential and Rural Areas Issues and Opportunities table

Photo 8: Glengarry West Road, Tyers



6.1.7 Heritage Places

Zones: Not Applicable

Sign Categories: Not Applicable

Description:

As the heritage matters of Latrobe City vary in significance through cultural and historical reasoning, they are defined in the Schedule to Clause 43.01 Heritage Overlay (HO) of the Latrobe Planning Scheme.

Heritage places in Latrobe City include individual buildings, streetscapes or precincts of architectural, historical, scientific or landscape importance and areas where a concentration of use occurred.

Signs in these areas are limited and usually consist of historic or legacy signs, this is a result of planning controls that ensure development does not adversely affect the significance through the conservation of heritage places.

Issues

Opportunities

Semi-permanent promotion signs that reduce or distract from the heritage presence on an area.	Ensure policy is clear on when a permit is required and local laws standards are met.
Signage location impacts on heritage buildings and places, such as concealing architectural features and details or become a dominant feature.	Provide detail on the location of signs in relation to existing features of buildings and heritage places.
Retention of existing signs with heritage value.	Provide policy to ensure existing signs to heritage places is documented in applications.
Visual clutter by multiple signs on a single site, typically where there are multiple tenancies.	Provide guidance on the amount of signs to be present on heritage places.
Digital signs are generally incompatible with the character of heritage places.	Ensure policy states digital signs are to be limited and considerate to heritage features.
Painting of buildings in corporate colours suppress architectural features, built form and heritage values.	Policy to include painted surfaces deemed as signs when presented in corporate colours and incorporate other forms of signs.
Illuminated or large neighboring signs that detract from the value of adjoining heritage places.	Provide guidelines to ensure Application to document and review context of the site to ensure consideration to heritage is made by nearby sites.

Table 10: Heritage Places Issues and Opportunities table

Photo 9: Heritage building 92-102 Franklin Street, Traralgon



6.1.9 Major Promotion Signs

Zones: Industrial 1 & 3 Zone (IN1Z & IN3Z), Commercial 2 Zone (C2Z) and Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2).

Sign Categories: 1 and 2.

Description:

There are currently seventeen major promotion signs within Latrobe City Council, these signs are located close to main roads at entry points to town centres on freestanding structures. The construction of these types of signs are currently undergoing a transition from predominantly print to electronic screens. The target audience can be defined as vehicle users from a distance.

Issues

Opportunities

Dominance over other surrounding types of signs, particularly business identification signs that are seen to be more within the character of the area.	Surrounding signs to be documented and reviewed in applications to ensure the proposed major promotion sign considers existing signs and visual clutter is avoided.
Loss of amenity either within or external to a site, such as through overshadowing, disruption of view or distraction to vehicle users.	Site context details required to be reviewed in applications to consider the impacts of proposed sign.
Sign structures located outside town centres that present to the Princes Highway do not blend into the landscape in as they are designed to stand out from their surroundings.	The surrounding landscape and environment must be considered to ensure the location is appropriate to proposed stand alone sign structures.
Located at many entry points to into towns taking away from character of township.	Whilst these locations may be ideal for advertising due to the volume of possible audience, the pride in how a town is presented at key entry points should be preserved.
Structures and features not maintained such as electrical signs with redundant floodlights still attached.	Provide understanding on the features relevant to existing and proposed signage on subject sites to ensure these are identified in applications.

Table 11: Major Promotional Signs Issues and Opportunities table

Photo 10: Princes Highway Service Road, Traralgon

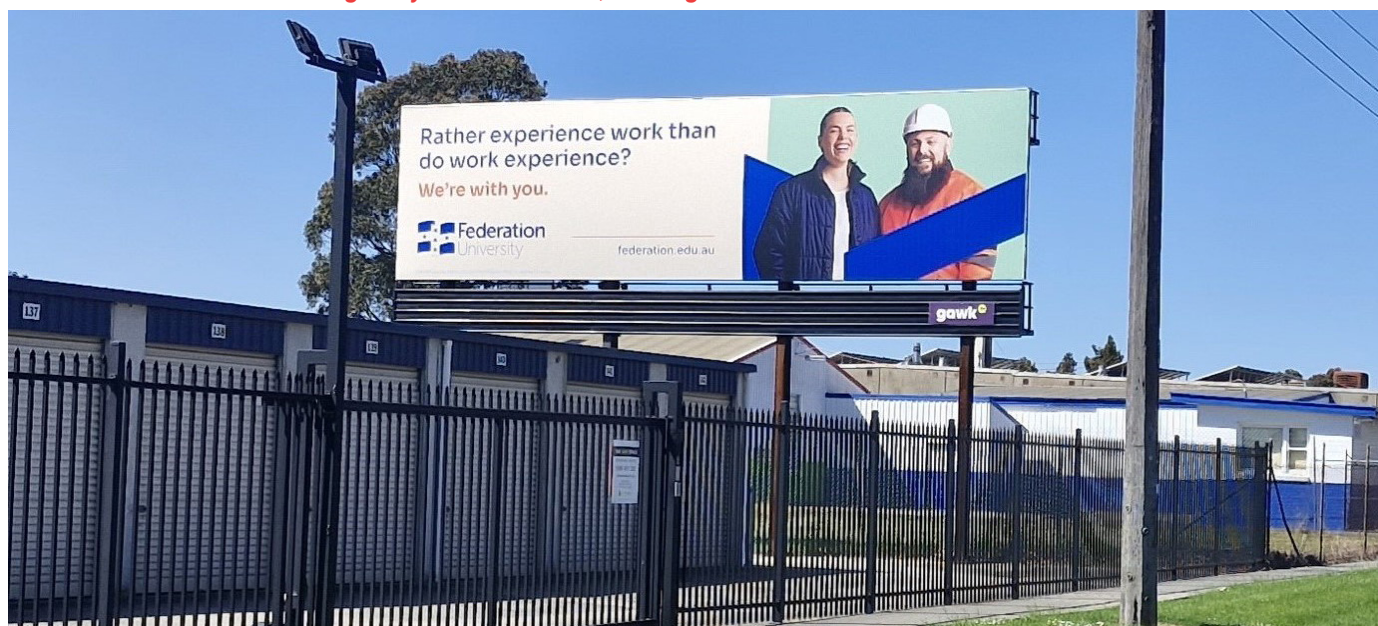


Figure 4: Traralgon Aerial Map

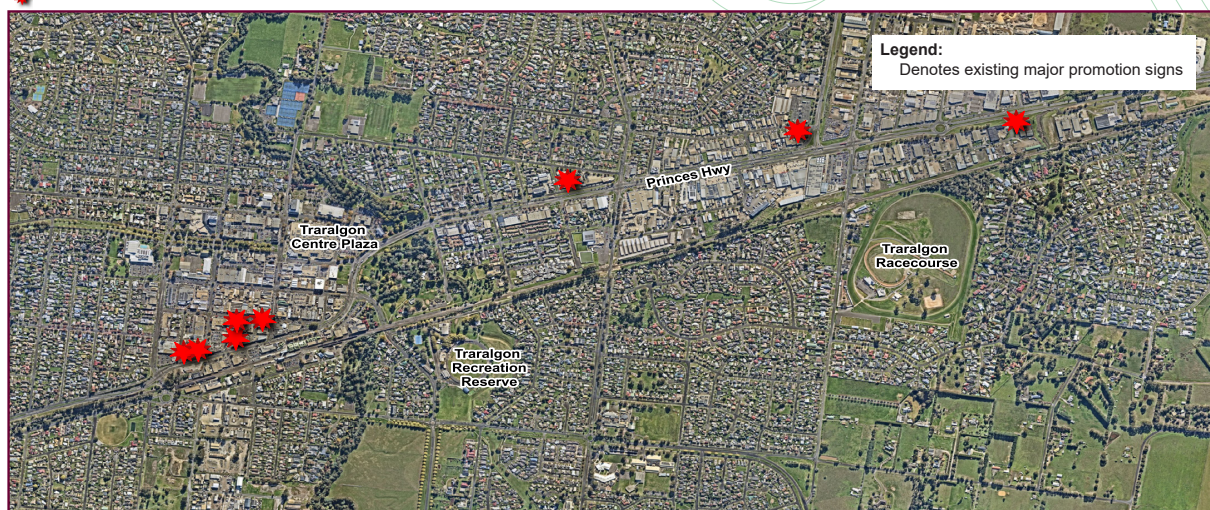


Figure 5: Moe Aerial Map

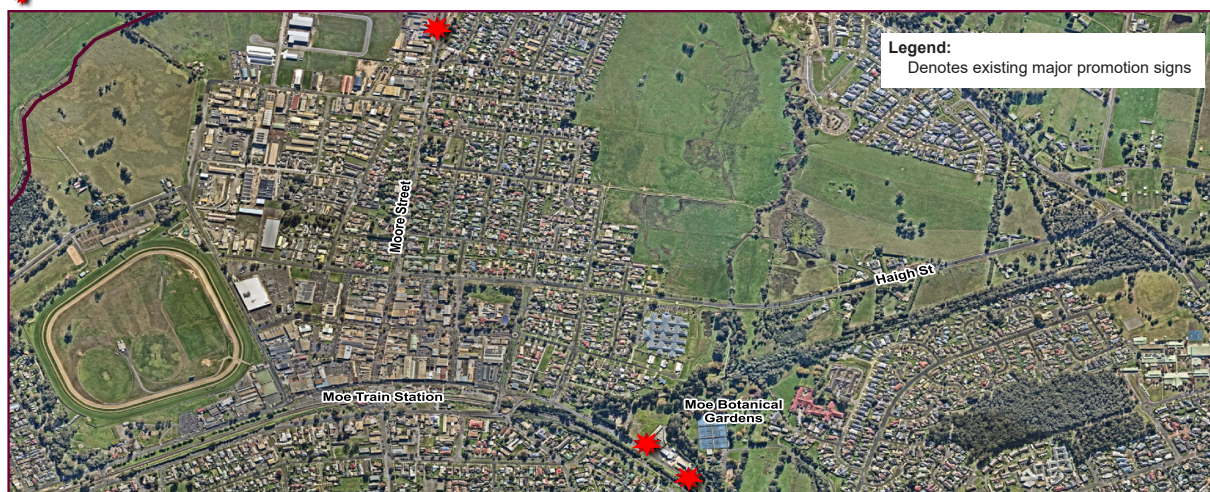


Figure 6: Morwell Aerial Map



7. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME

There is a gap within the Latrobe Planning Scheme in relation to policy and guidance for signage. There are opportunities to amend the Latrobe Planning Scheme to provide greater guidance for planning permit applicants to ensure streamlined assessment of planning permit applications.

There are opportunities to provide policy in relation to:

- Preferred location of signage;
- Expectations of scale;
- Direction of glazing and passive surveillance;
- Consolidation of freestanding signs;
- Direction in regard to illumination of signage in sensitive areas; and
- Direction for signage in heritage areas.

It is proposed that this can be achieved by amending Clause 15.01-1L (Urban Design), Schedule 1 and 2 to the Activity Centre Zone to include objectives and strategies.

7.1.1 Next Steps

The methodology process included in this document outlines the preceding steps.

This includes the preparation of the *Latrobe City Signage Strategy*, a document that will provide guidance for signage in particular to planning applications and assessments.

8. RECOMMENDATIONS

As the specifics of signs cover most areas of the municipality, they should be presented the Latrobe City Signage Strategy in the context that provides overarching objectives, strategies and guidelines. Followed by detailed objectives and strategies that align with charter areas as demonstrated in this document.

The recommendations derived from this review include:

- Following the structure of the Latrobe City Signage Background Review, which includes sign categories and character areas, the Latrobe City Signage Strategy should present in the same manner to provide consistency and form a straightforward manner to implementation into planning policy.
- As photographs have demonstrated issues in the review, graphics and simple diagrams should be utilised to illustrate what is encouraged and what is discouraged in different character areas or categories of signage.
- Translate identified issues and opportunities from character areas of the Latrobe City Signage Background Review into objectives and strategies to character areas in the Latrobe City Signage Strategy.
- Policy included in the Latrobe City Signage Strategy must be compatible with planning policy and comply with Ministerial Direction, The Form and Content of Planning Schemes.
- Overarching policy for signs to be implemented into the Latrobe Planning Scheme, Planning Policy Framework Clause 15.01-1L-01 Signs.
- Ensure guidelines align with existing provisions of the Latrobe Planning Scheme and changes are made in policy where applicable.



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Morwell

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Morwell Library
63-65 Elgin Street, Morwell

Moe

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

Traralgon

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

Churchill

Churchill Community Hub
9-11 Philip Parade, Churchill

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Date of publication: June 2025



LATROBE CITY SIGNAGE STRATEGY

2025

<i>Version</i>	<i>Document</i>	<i>PM Approved</i>	<i>PD Approved</i>	<i>Date</i>
1	Signage Strategy	BG	LD	9/09/2025

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CONTENTS

1. INTRODUCTION	4
1.1 PURPOSE	4
1.2 OBJECTIVES	4
1.3 PROJECT METHODOLOGY	4
2. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME	5
3. User Guide	7
3.1 Strategy User Guide	7
3.2 Character Area to Sign Type Guideline	7
4. GENERAL POLICY	8
5. CHARACTER AREA POLICY	9
5.1 Regional Retail Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell)	9
5.2 Large Town Centre (Churchill)	10
5.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail	11
5.4 Local and Neighbourhood Activity Centres	12
5.5 Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)	13
5.6 Residential Areas and Rural Areas	14
5.7 Heritage Places	15
5.8 Major Promotion Signs	16
6. RECOMMENDATIONS	17

LIST OF FIGURES

Figure 1: Methodology process	4
Figure 2: Character Area to Sign Type Guideline	7
Figure 3: Encouraged signs in Regional and Sub-regional Retail Centres	9
Figure 4: Discouraged signs in Regional and Sub-regional Retail Centres	9
Figure 5: Encouraged signs in Large Town Centres	10
Figure 6: Discouraged signs in Large Town Centres	10
Figure 7: Encouraged signs in Mid Valley and Big Box Retail	11
Figure 8: Discouraged signs in Mid Valley and Big Box Retail	11
Figure 9: Encouraged signs in Neighbourhood and Local Activity Centres	12
Figure 10: Discouraged signs in Neighbourhood and Local Activity Centres	12
Figure 11: Encouraged signs in Small Town Centres	13
Figure 12: Discouraged signs in Small Town Centres	13
Figure 13: Encouraged signs in Residential and Rural Areas	14
Figure 14: Discouraged signs in Residential and Rural Areas	14
Figure 15: Encouraged signs in Heritage Places	15
Figure 16: Discouraged signs in Heritage Places	15
Figure 17: Encouraged Major Promotion Signs	16
Figure 18: Discouraged Major Promotion Signs	16

1. INTRODUCTION

1.1 PURPOSE

The purpose of the *Latrobe City Signage Strategy* is to assist planning applications that incorporate signage and inform Planning Policy Framework in the Latrobe Planning Scheme.

The document structure is formatted to compliment Planning Policy and as the document delivers the recommendations from the *Latrobe City Signage Background Review*, it has been presented in a similar context to assist the user in understanding signage from review to guidelines.

1.2 OBJECTIVES

The objectives of the project include:

- Identifying and addressing gaps in policy;
- Assisting applicants in understanding sign requirements and removal of perceived red tape;
- Providing a Council wide direction on signs through policy;
- Promoting a high standard of sign design; and
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.

1.3 PROJECT METHODOLOGY

The methodology adopted in the project incorporates a comprehensive approach including a review of various contextual matters within the local environment.

This approach will ensure well informed recommendations are documented which will provide guidance and support policy changes from the identified issues and opportunities.

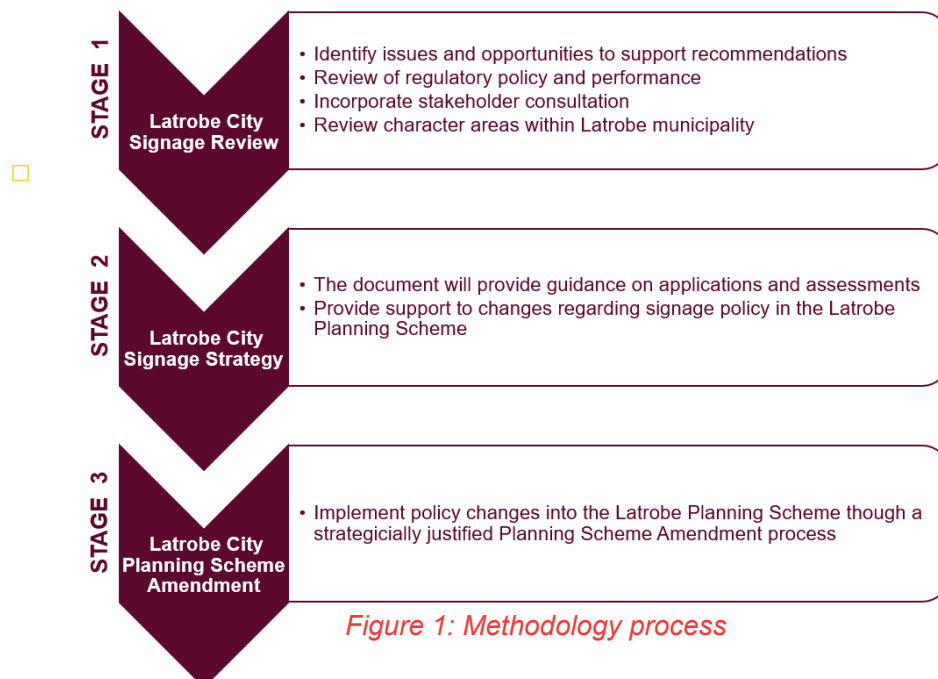


Figure 1: Methodology process

2. IMPLICATIONS FOR THE LATROBE PLANNING SCHEME

The Signage Background Review 2025 identified that there is a gap within the Latrobe Planning Scheme in relation to policy and guidance for signage. There are opportunities to amend the Latrobe Planning Scheme to provide greater guidance for planning permit applicants ensuring a more efficient streamlined assessment of planning permit applications.

There are opportunities to provide policy in relation to:

- Preferred location of signage;
- Expectations of scale;
- Direction of glazing and passive surveillance;
- Consolidation of freestanding signs;
- Direction in regard to illumination of signage in sensitive areas; and
- Direction for signage in heritage areas.

It is proposed that this can be achieved by amending Clause 15.01-1L (Urban Design), Schedule 1 and 2 to the Activtiy Centre Zone to include objectives and strategies.

DESIGN GUIDELINES

3. USER GUIDE

3.1 Strategy User Guide

For ease of use Objectives, Strategies and Guidelines for the different character areas have been duplicated to assist planning permit applicants to understand all of the sign requirements for that character area.

The opportunities from character areas included in the *Latrobe City Signage Background Review* have been utilised to be translated into a planning policy format, consisting of;

OBJECTIVES

Specify the outcome policy seeks to achieve, derived from background review recommendations.

STRATEGIES

Strategies provide the 'how' objectives will be met on a broad level.

GUIDELINES

Set out the terms in how an application achieves policy objectives in a detailed level. The responsible authority must take relevant guidelines into account when making a decision on application.

3.2 Character Area to Sign Type Guideline

The below table provides an overview on the level of endorsement that Latrobe City Council provides on sign details within character areas. While State policy provides the main direction on signage, local policy provides the detailed level of understanding achieved through review of signage within the municipality.

Legend

- ✓ Encouraged
- Limited
- ✗ Discouraged

	Above Verandah	Pole	Panel	Sky	Digital/Illuminated/Electronic	Corporate Building Colours	Business Identification	Promotion	Major Promotion	Sign Structure
Regional/Sub-regional Retail Centres	✗	□	✓	□	✗	✗	✓	✓	✓	✗
Large town centres	✗	□	✓	□	✗	✗	✓	✓	✓	✗
Mid Valley/Big Box Retail/Industrial	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓
Local/Neighbourhood Activity Centres	✗	✗	□	✗	✗	✗	✓	□	✗	□
Small town centres	✗	✗	□	✗	✗	✗	✓	✗	✗	□
Residential/Rural Areas	✗	✗	□	✗	✗	✗	✓	✗	✗	□
Heritage Places	✗	✗	□	✗	✗	✗	✓	□	✗	□

Figure 2: Character Area to Sign Type Guideline

4. GENERAL POLICY

OBJECTIVES

- To ensure signs respond to the natural setting and urban context in which they are located.
- To ensure signs do not alter or obscure view of significant natural or built features.
- To avoid signs that interfere with movements and viewlines of the public realm.
- To enhance the appearance of development in Latrobe City Council through well presented signs.

STRATEGIES

- Encourage signs that are integrated into built form and consider architectural or landscape features of host building or site.
- Minimise the number and repetition of signs on a single site and streetscape.
- Prioritise business identification signs as the main type of signage.
- Avoid signs that will impair the movement, visibility and functionality of the public realm and infrastructure.

POLICY GUIDELINES

- Avoid signs that distract movement or impact sight lines of active transport, road users and rail corridors.
- Sign structures should be designed in a manner to not dominate to the surrounding area or detract from the host site or building.
- Avoid signs that create greater than 30% glazing.
- Prioritise signage that does not obstruct the natural line of sight through windows.
- Restrict digital, illuminated and electronic signs in urban areas that do not impact on amenity.
- Limit the number of signs on a site through placement in strategic locations that present directly to the target audience.

5. CHARACTER AREA POLICY

5.1 Regional Retail Centre (Traralgon) / Sub-regional Retail Centres (Moe, Morwell)

ZONES

Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2) and Commercial 1 Zone (C1Z).

SIGN CATEGORIES

1 and 2, minimal area included in Category 3.

OBJECTIVES

- To encourage views between the public realm and inside buildings.
- To ensure that signs are visually subordinate to defined built form and site features.
- To protect the safety and movement of publicly used spaces.
- To enhance the presentation of streetscapes and character of area.

STRATEGIES

- Encourage signs as demonstrated in Figure 3.
- Discourage signs as demonstrated in Figure 4.
- Avoid signs that restrict visibility through building windows.
- Avoid signs that are internal to a building or site that present through windows or public spaces.
- Encourage sign structures do not interfere with streetscape views or building features.
- Avoid signs that distract road users and impact pedestrian movement.
- Discourage digital, illuminated and electronic signs that detract from the character of area.
- Encourage signs located within built form.

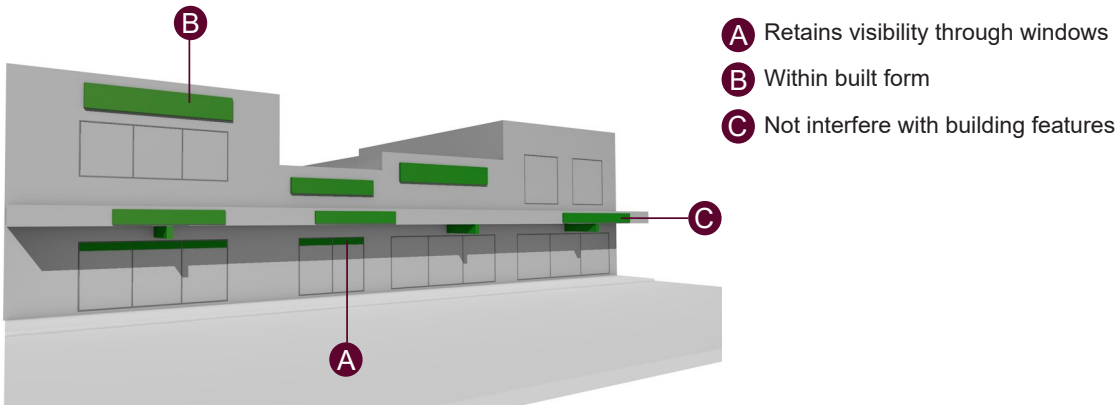


Figure 3: Encouraged signs in Regional and Sub-regional Retail Centres

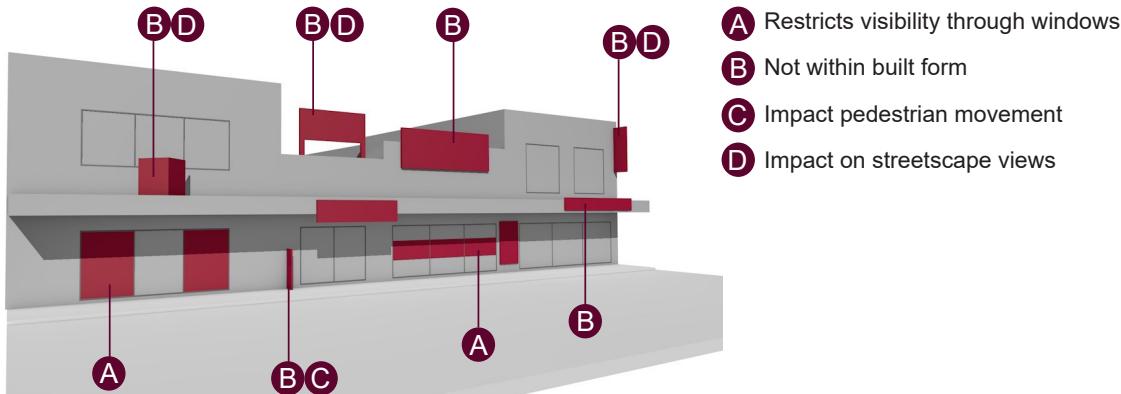


Figure 4: Discouraged signs in Regional and Sub-regional Retail Centres

5.2 Large Town Centre (Churchill)

ZONES

Commercial 1 Zone (C1Z).

SIGN CATEGORIES

1

OBJECTIVES

- To support active frontages of buildings.
- To ensure signs contribute to a consistent character of the area.
- To maintain views and streetscapes.
- To enhance the presentation of area.

STRATEGIES

- Encourage signs as demonstrated in Figure 5.
- Discourage signs as demonstrated in Figure 6.
- Promote signs that are integrated into built form.
- Discourage signs that restrict visibility through building windows.
- Avoid signs that are dominant in scale to site and streetscape.
- Discourage signs that are not business identification.

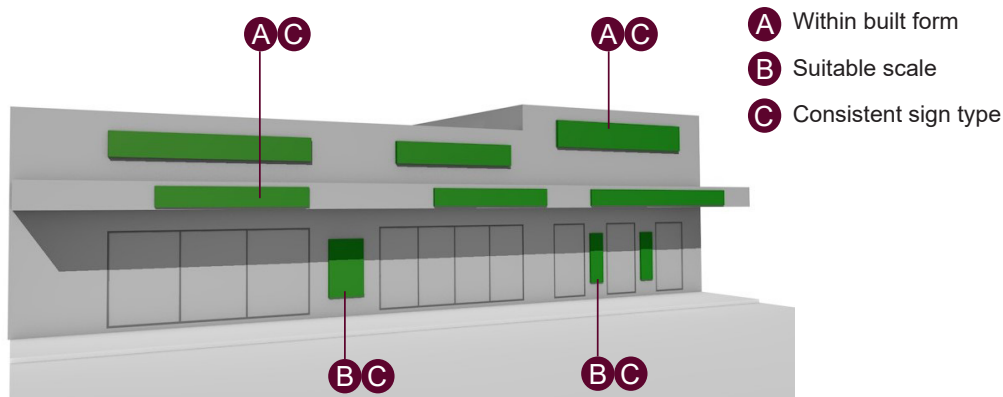


Figure 5: Encouraged signs in Large Town Centres

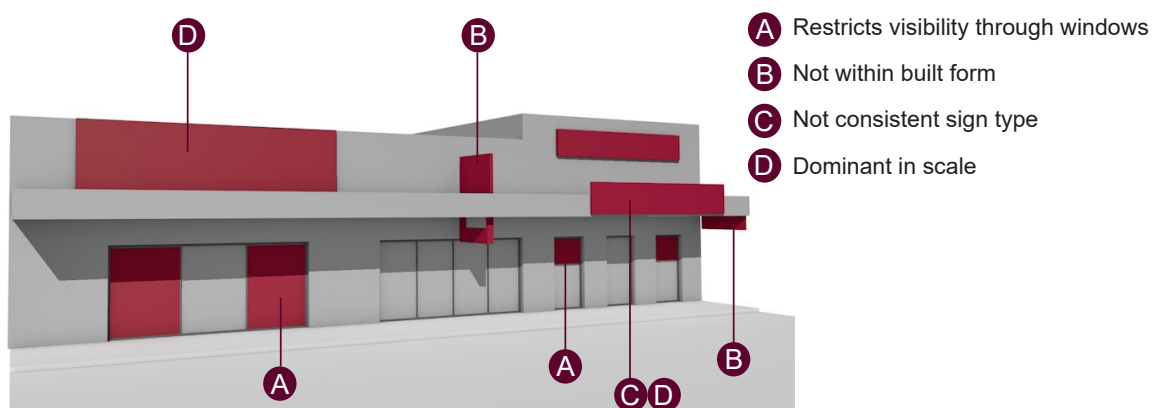


Figure 6: Discouraged signs in Large Town Centres

5.3 Mid Valley Shopping Centre (Morwell) and Big Box Retail

ZONES

Commercial 1 Zone (C1Z) and Commercial 2 Zone (C2Z).

SIGN CATEGORIES

1

OBJECTIVES

- To protect safety and movement of publicly used spaces.
- To discourage signs that dominate building and site features.
- To encourage efficient presentation of signs.

STRATEGIES

- Encourage signs as demonstrated in Figure 7.
- Discourage signs as demonstrated in Figure 8.
- Support sign structures that minimise impact on streetscape sightlines.
- Support signs located and of scale that consider safety concerns to road users.
- Encourage signs located within built form.
- Encourage freestanding business identification signs that:
 - Are limited to one sign per street frontage.
 - Incorporate multiple business signs where applicable.
 - Located at a street setback consistent with streetscape context.

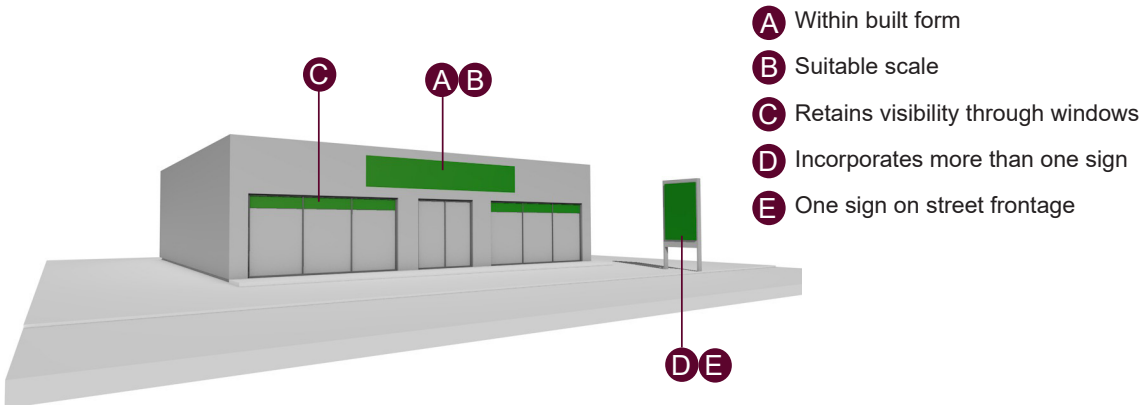


Figure 7: Encouraged signs in Mid Valley and Big Box Retail

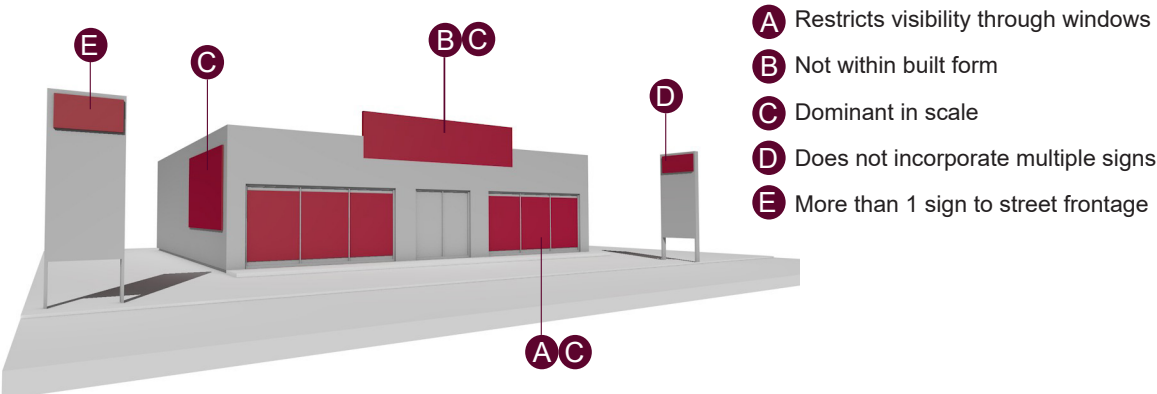


Figure 8: Discouraged signs in Mid Valley and Big Box Retail

5.4 Local and Neighbourhood Activity Centres

ZONES

Commercial 1 Zone (C1Z) and Mixed Use Zone (MUZ).

SIGN CATEGORIES

1 and 3

OBJECTIVES

- To encourage views between the public realm and inside buildings.
- To protect the character and amenity of the area.
- To ensure signs contribute to a consistent context of the area.
- To promote signs that are incorporated into built form.

STRATEGIES

- Encourage signs as demonstrated in Figure 9.
- Discourage signs as demonstrated in Figure 10.
- Discourage signs that restrict visibility through building windows.
- Discourage signs that are not business identification signs.
- Support signs that are to a scale considerate of the surrounding environment and built form.
- Discourage digital, illuminated and electronic signs that impact sensitive use areas.
- Encourage sign structures that retain streetscape views and building features.

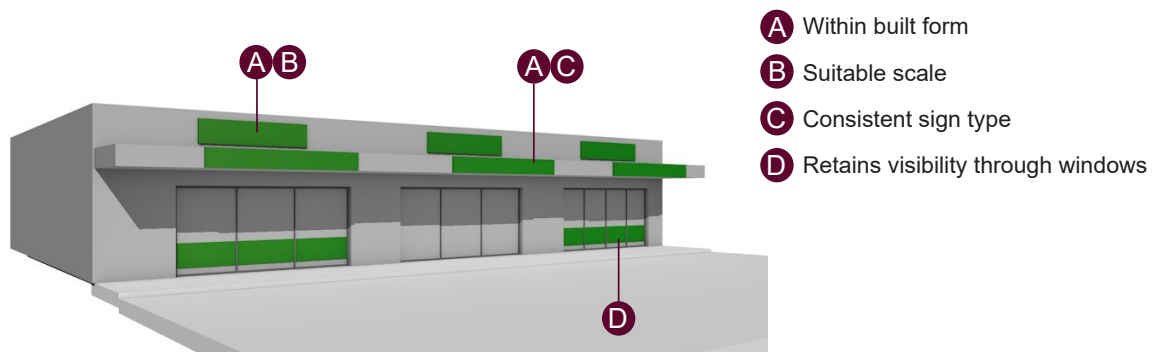


Figure 9: Encouraged signs in Neighbourhood and Local Activity Centres

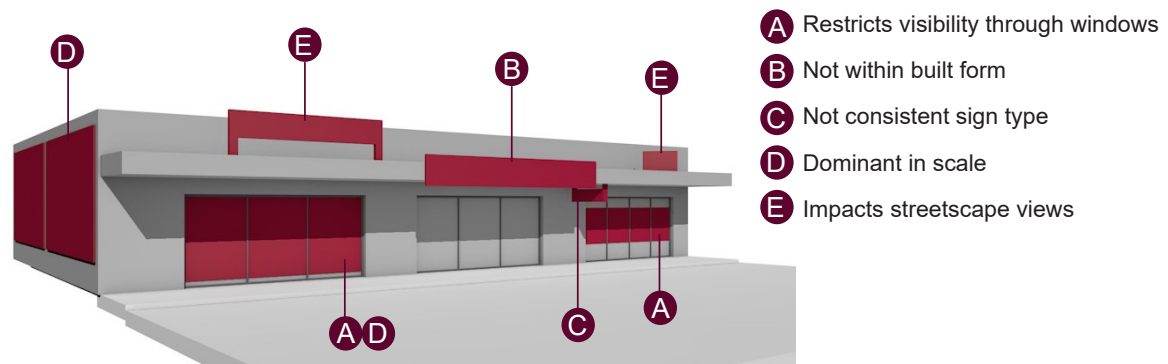


Figure 10: Discouraged signs in Neighbourhood and Local Activity Centres

5.5 Small Town Centres (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar)

ZONES

Township Zone (TZ).

SIGN CATEGORIES

3

OBJECTIVES

- To promote pedestrian usability of the area.
- To ensure signs address target audience in direct manor and avoid visual clutter.
- To ensure signs are a subordinate feature to buildings and streetscape.

STRATEGIES

- Encourage signs as demonstrated in Figure 11.
- Discourage signs as demonstrated in Figure 12.
- Discourage signs that restrict visibility through building windows.
- Discourage signs that are not business identification signs.
- Support signs that are to a scale considerate of the surrounding environment and built form.
- Discourage digital, illuminated and electronic signs that impact sensitive use areas.
- Support sign structures that maintain pedestrian movement, impact on streetscape and building features.

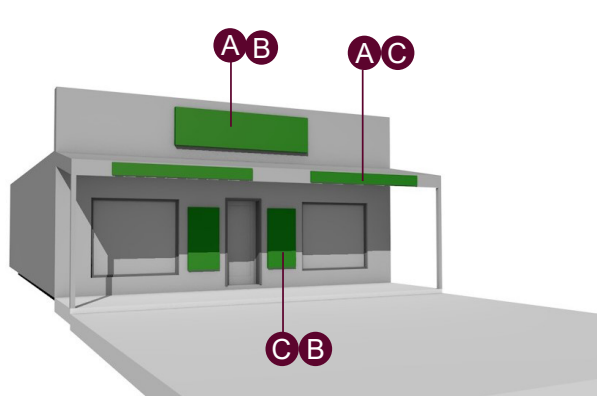


Figure 11: Encouraged signs in Small Town Centres

- A** Within built form
- B** Suitable scale
- C** Maintains building features

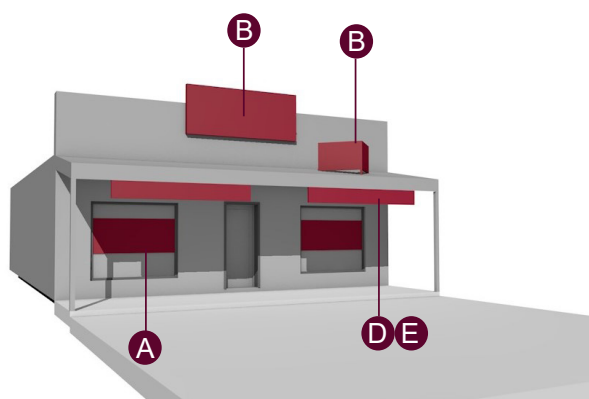


Figure 12: Discouraged signs in Small Town Centres

- A** Restricts visibility through windows
- B** Not within built form
- C** Dominant in scale
- D** Impact pedestrian movement
- E** Impact building features

5.6 Residential Areas and Rural Areas

ZONES

Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ), Low Density Residential Zone (LDRZ), Rural living Zone (RLZ), Rural Conservation Zone (RCZ) and Farming Zone (FZ).

SIGN CATEGORIES

3 and 4

OBJECTIVES

- To minimise the number of signs in residential areas.
- To protect the landscape of rural environments.
- To avoid the intrusive impacts of illuminated signs.

STRATEGIES

- Encourage signs as demonstrated in Figure 13.
- Discourage signs as demonstrated in Figure 14.
- Encourage signs that do not contrast in scale of natural environment and built form.
- Encourage signs integrated into built form and site features, including fences.
- Discourage digital, illuminated and electronic signs.
- Limit business identification signs to one per street frontage and one on site.
- Encourage signs that are low in height.
- Avoid colours that appear in contrast of the surrounding landscape.

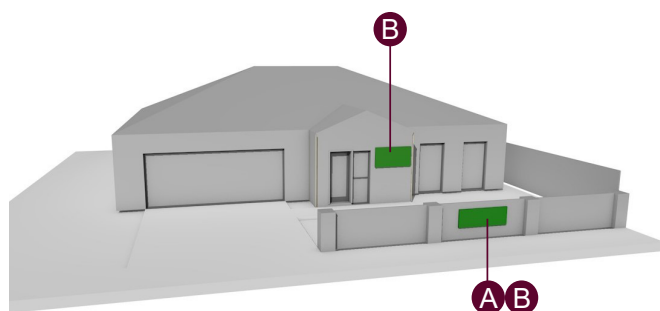


Figure 13: Encouraged signs in Residential and Rural Areas

- A Within built form or site features
- B Suitable scale

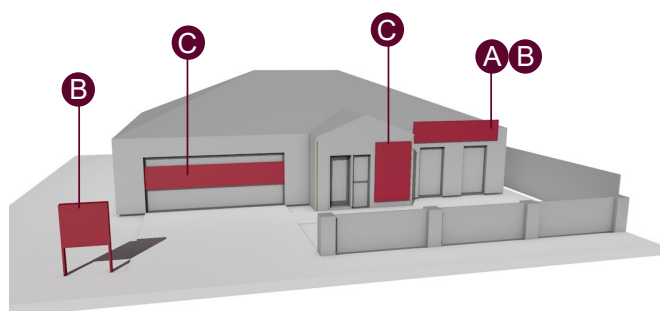


Figure 14: Discouraged signs in Residential and Rural Areas

- A At high height
- B Not within built form or site features
- C Dominant in scale

5.7 Heritage Places

ZONES

Not Applicable- Heritage Overlay (HO).

SIGN CATEGORIES

Not Applicable.

OBJECTIVES

- To protect the heritage values and significance of a place.
- To ensure illuminated, electronic or digital signs are compatible with heritage of area or building.
- To retain signs with heritage values.

STRATEGIES

- Encourage signs as demonstrated in Figure 15.
- Discourage signs as demonstrated in Figure 16.
- Discourage buildings and works related to signs that may damage or alter without repair significant building fabric or features.
- Avoid sign structures that detract from heritage features and values.
- Digital, illuminated and electronic signs should be limited and not appear to dominate the building or place.
- Avoid colours that appear in contrast of the heritage features of the building or place.

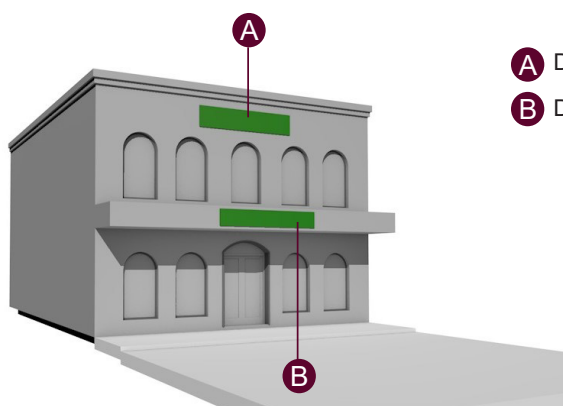


Figure 15: Encouraged signs in Heritage Places

- A** Does not damage to building fabric
- B** Does not detract from heritage features

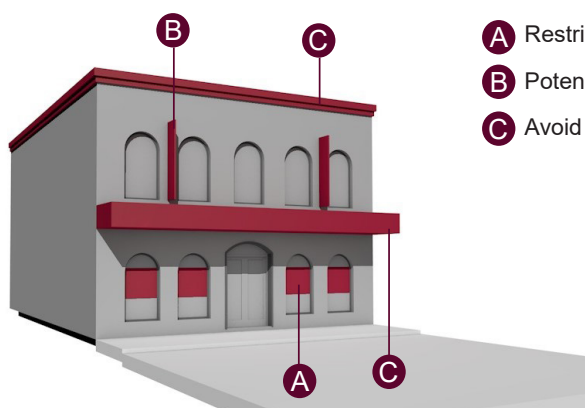


Figure 16: Discouraged signs in Heritage Places

- A** Restricts visibility through windows
- B** Potential damage to building fabric
- C** Avoid colours that detract from the heritage features

5.8 Major Promotion Signs

ZONES

Relevant to; Industrial 1 & 3 Zone (IN1Z & IN3Z), Commercial 2 Zone (C2Z) and Activity Centre Zone Schedule 1 & 2 (ACZ1 & ACZ2).

SIGN CATEGORIES

1 and 2.

OBJECTIVES

- To avoid major promotion signs that dominate the surrounding area.
- To avoid major promotion signs that adversely affect the character, amenity and functionality of a site or area.

STRATEGIES

- Encourage signs as demonstrated in Figure 17.
- Discourage signs as demonstrated in Figure 18.
- Discourage major promotion signs that may restrict the development potential of a site.
- Discourage more than one major promotion sign at any intersection.
- Encourage signs that are incorporated into built form over freestanding sign structures.
- Support a minimum of one kilometre separation between major promotion signs.
- Avoid major promotion signs that interface with sensitive land use areas .

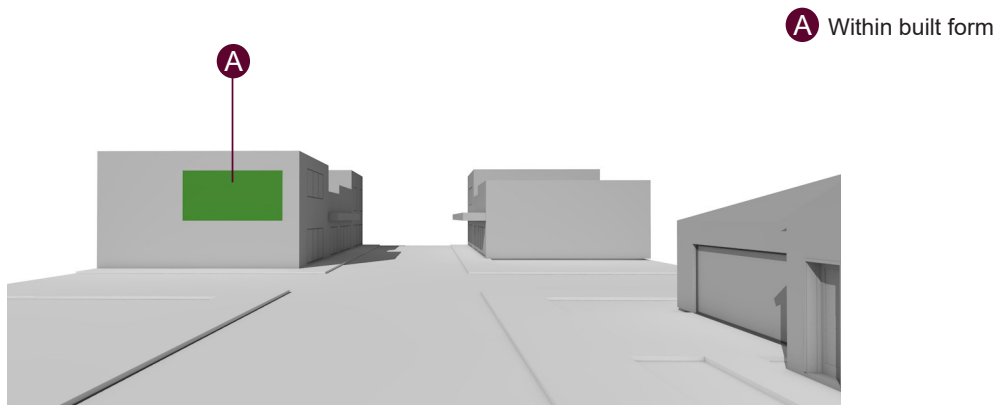


Figure 17: Encouraged Major Promotion Signs

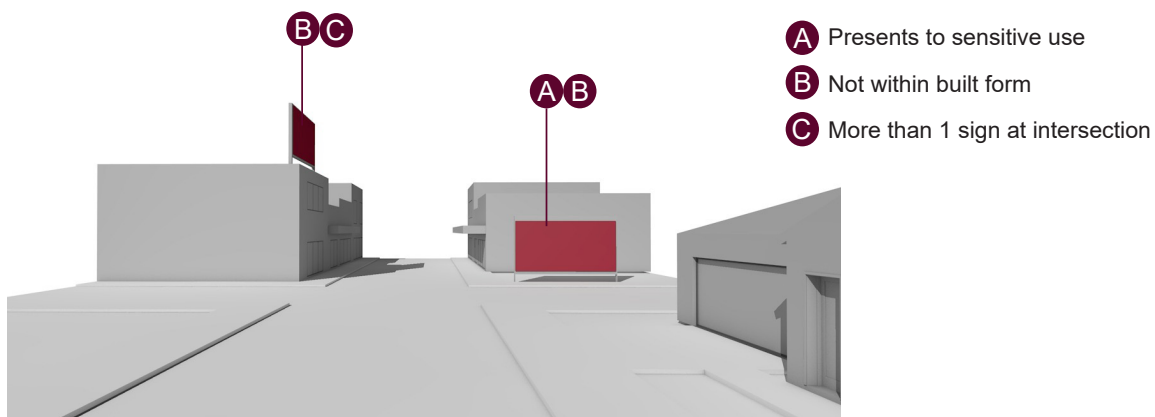


Figure 18: Discouraged Major Promotion Signs

6. RECOMMENDATIONS

The methodology process included in the *Latrobe City Signage Background Review* outlines the next steps of the project. Including the *Latrobe City Signage Strategy* providing strategic justification to carry out a Planning Scheme Amendment to the Latrobe Planning Scheme.

The recommendations of the Latrobe City Signage Strategy to be implemented through a Planning Scheme Amendment are:

- Ensure that the policy included in a proposed Planning Scheme Amendment aligns with Ministerial Direction, The Form and Content of Planning Schemes. This includes streamlining Objectives, Strategies and Policy Guidelines to remove any duplication in the Planning Scheme.
- Implement new policy for signs to be into Planning Policy Framework Clause 15.01-1L-01 Signs. This policy is to include General Objectives, Strategies and Guidelines followed by the strategies identified in character areas of this report.
- Include Latrobe City Signage Strategy in Policy Documents, Consider as relevant.
- Implement revised policy in Activity Centre Zone, Schedule 1 to Clause 37.08 Traralgon Activity Centre. To include relevant objectives, strategies and guidelines from this report.
- Include the Latrobe City Signage Strategy in Sub-section 11.0 Reference Documents.
- Implement revised policy in Activity Centre Plan, Schedule 2 to Clause 37.08 Morwell Activity Centre. To include relevant objectives, strategies and guidelines from this report.
- Include the Latrobe City Signage Strategy in Sub-section 11.0 Background Documents.
- Include the Latrobe City Signage Strategy in Schedule to Clause 72.08 Background Documents. Details to include Amendment number C151 and Clause reference 15.01-1L-01 and Schedules to 37.08.
- As part of the Heritage Gap Study, review paint controls on Heritage Overlay buildings to ensure appropriate planning controls are implemented.

A more comprehensive local policy to signs will provide the statutory weight to decision making, this will address the identified issues and opportunities to the existing gaps in the Latrobe Planning Scheme. This in conjunction with the *Latrobe City Signage Strategy* included as a background document to provide support to understanding the contents included in the Planning Scheme.



Phone 1300 367 700
Post PO Box 264, Morwell 3840
Email latrobe@latrobe.vic.gov.au
www.latrobe.vic.gov.au

Service Centres & 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

For more information

Strategic Planning
1300 367 700
planningservices@latrobe.vic.gov.au



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

This information in this document is correct as at the date of publication but is subject to change. Please check the Latrobe City Council website www.latrobe.vic.gov.au to make sure this is the latest version.

Date of publication: September 2025

Planning and Environment Act 1987

Latrobe Planning Scheme

Amendment C151

Explanatory Report

Overview

The Amendment proposes to implement the recommendations of *the Latrobe City Signage Strategy 2025* by introducing new local content to the Planning Policy Framework, amending the schedules to Activity Centre Zones, and introducing the *Latrobe City Signage Strategy 2025* as a background document.

Where you may inspect this amendment

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

And/or

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

Latrobe City Council Corporate Headquarters

141 Commercial Road, Morwell

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

Churchill Service Centre

9-11 Phillip Parade, Churchill

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

Moe Service Centre

1-29 George Street, Moe

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

Traralgon Service Centre

34-38 Kay Street, Traralgon

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

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

Submissions

Any person may make a submission to the planning authority about the amendment.
Submissions about the amendment must be received by **TBC**

A submission must be sent to:

Post: Latrobe City Council

PO Box 264,

Morwell, Victoria, 3840

Attention: Strategic Planning

Or

Email: latrobe@latrobe.vic.gov.au

Attention: Strategic Planning

Panel hearing dates

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

- Directions hearing: **TBC**
- Panel hearing: **TBC**

Details of the amendment

Who is the planning authority?

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

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

Land affected by the amendment

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

What the amendment does

The amendment proposes to implement the recommendations of the Latrobe City Council Signage Strategy 2025 into the Latrobe Planning Scheme (the Strategy). The Strategy aims to streamline the planning permit application process by providing clarity and details about the types of signage that will be supported in the Latrobe Planning Scheme.

The amendment makes changes to the Planning Policy Framework and Activity Centre Zones introducing new and amended policy for the development of land for signage.

Specifically, the Amendment proposes the following changes:

Planning Policy Framework

- Amends Clause 15.01-1L Urban Design and insert a new Clause 15.01-1L-01 Signs to include general Objectives, Strategies and Guidelines followed by the specific strategies of character areas.

Zones

- Amend policy to Clause 37.08 Activity Centre Zone, Schedule 1 Traralgon Activity Centre, to include relevant information regarding signs which is consistent with the Strategy.
- Amend policy to Clause 37.08 Activity Centre Zone, Schedule 2 Morwell Activity Centre, to include relevant information regarding signs which is consistent with the Strategy.

Operational Provisions

- Include the Latrobe City Signage Strategy 2025 in the Schedule of Clause 72.08 Background Documents.

Strategic assessment of the amendment

Why is the amendment required?

The Amendment is required to implement the recommendations of the Latrobe City Signage Strategy 2025. The Latrobe City Council Planning Scheme Review 2024 recommended that a Signage Strategy be undertaken as further strategic work. This was required based on feedback received from planning permit applicants and planners to provide clearer direction about what and what is not supported for signage. It is proposed that this guidance will streamline the planning permit application process making it easier to apply and grant planning permits for signage.

The Strategy includes the following objectives:

- Addressing gaps in policy by adding clear objectives, strategies and policy guidelines at Clause 15.01-1L-01;
- Assisting applicants in understanding sign requirements, in particular what will and will not be supported in planning permit applications. It is proposed that this will remove the perceived red tape and make assessing and applying for planning permit applications faster if requirements are met;
- Providing a Council wide direction on signs through policy;
- Promoting a high standard of sign design; and
- Improving efficiency and ensuring a consistent approach is taken by Council in the consideration of sign applications.

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

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

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

The amendment implements the proposed objectives by implementing the recommendations of the Strategy. The amendment introduces new objectives, strategies and guidelines which provide for the fair, orderly, economic, sustainable development of the land. The changes to Clause 15.01-2L provide for increased amenity outcomes as part of any application for signage, this ensures a pleasant, efficient and safe working environment for all.

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

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

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

Environmental

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

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

The amendment provides guidance for signs to ensure they are appropriately

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

Social

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

Economic

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

Does the amendment address relevant bushfire risk?

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

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

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

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

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

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

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

This ensures that the Local Planning Policy in the Planning Policy Framework responds to a demonstrated need, linked to a strategic direction in the Municipal

Planning Strategy and is designed to assist the responsible authority in assessing planning permit applications and proponents in understanding whether a proposal is likely to be supported or not.

Relevant existing policy that the proposed Amendment supports includes:

11.0-1L Activity centres

Facilitate development of regional commercial significance to locate within the Traralgon Primary Activity Centre.

Facilitate major office and institutions within the primary activity centre of Morwell.

Facilitate development in the activity centres of Morwell and Moe that support their role as sub regional retail centres.

Facilitate development in Churchill that supports its role as a large town centre.

Support localised convenience retail, community and small business service needs within Neighbourhood and Local Activity Centres.

Establish Neighbourhood and Local Activity Centres in Traralgon, Morwell, Moe, Churchill as outlined in the Traralgon Town Structure Plan, Morwell Town Structure Plan, Moe-Newborough Town Structure Plan and Churchill Town Structure Plan in Clause 11.01-1L.

The amendment proposes overarching policy to all signs in Latrobe and Strategies relevant to character areas that are identified in retail hierarchy as listed in policy to ensure consistency throughout the Latrobe Planning Scheme.

15.01-1S Urban design

- *Ensure the interface between the private and public realm protects and enhances personal safety.*
- *Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.*
- *Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*

This policy is supported by the Amendment guidelines:

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

15.01-1L Urban design

- *Encourage built form that provides and enhances passive surveillance.*

- *Encourage all retail outlets to provide active street frontages, including low level signs to street frontages and by avoiding blank walls.*
- *Support the upgrade of degraded areas, in particular at town entrances and along primary transport routes.*
- *Ensure new development is of a high standard, positively contributes to the physical environment and fosters pride of place to improve the health and wellbeing of Latrobe residents and meet growing demands for quality housing.*
- *Incorporates signage that complements the host building and does not dominate the streetscape so as to cause visual clutter.*
- *Provides functional and aesthetically pleasing streetscapes which responds to the local character and encourages diverse uses and activity.*
- *Creates a multi-model street network with Latrobe City's townships which prioritises safe pedestrian and cycling movement.*

This policy is supported by the Amendment Objectives:

- To encourage views between the public realm and inside buildings
- To enhance the presentation of streetscapes and character of area
- To protect the safety and movement of publicly used spaces
- To protect the safety and movement of publicly used spaces

15.01-6L Design for rural areas

- *Encourage buildings to locate away from ridgelines and hilltops and be designed so that they blend into the landscape.*

This policy is supported by the Amendment Strategies:

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

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

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

Clause 02.03-1 Settlement

Activity centres

Planning for Activity centres seeks to:

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

Clause 02.03-5 Built environment and heritage**Heritage**

Planning for heritage seeks to:

- *Protect places of heritage, cultural and social significance.*

Neighbourhood character

Planning for neighbourhood character seeks to:

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

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

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

The amendment makes proper use of the Victorian Planning Provisions by utilising policy to guide signage, by implementing the Latrobe city Signage Strategy in Latrobe and also ensures that those controls and related policies are accurate and fit for purpose.

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

Relevant agencies will be given the opportunity to review the Amendment during the formal exhibition stage of proposed Planning Scheme Amendment.

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

The requirements of the Transport Integration Act 2012 apply where a planning scheme amendment is likely to have a significant impact on the transport system.

The Amendment will not to have an impact of the Transport Integration Act 2010.

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

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

Planning and Environment Act 1987

Latrobe Planning Scheme

Amendment C151latr

Instruction sheet

The planning authority for this amendment is the Latrobe City Council.

The Latrobe Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In **Planning Policy Framework**- insert new Clause 15.01-1L-01 in the form of the attached document.
2. In **Zones** – Clause 37.08, replace Schedule 1 with a new Schedule 1 in the form of the attached document.
3. In **Zones** – Clause 37.08, replace Schedule 2 with a new Schedule 2 in the form of the attached document.
4. In **Operational Provisions** – Clause 72.08, replace the Schedule with a new Schedule in the form of the attached document.

End of document

AMENDMENT C151LATR

System Note: The following ordinance will be added after 15.01-1L Urban design

15.01-1L-01 Signs

C151latr

Policy application

~~Place new ordinance text here~~ This policy applies to all development of land for signs.

Objectives

- To ensure signs respond to the natural setting and urban context in which they are located
- To ensure signs do not alter or obscure view of significant natural or built features
- To avoid signs that interfere with movements and viewlines of the public realm
- To enhance the appearance of development in Latrobe City Council through well presented signs

Strategies

- Encourage signs that are integrated into built form and consider architectural or landscape features of host building or site
- Minimise the number and repetition of signs on a single site and streetscape
- Prioritise business identification signs as the main type of signage
- Avoid signs that will impair the movement, visibility and functionality of the public realm and infrastructure

Policy Guidelines

- Avoid signs that distract movement or impact sight lines of active transport, road users and rail corridors
- Sign structures should be designed in a manner that is not dominate to the surrounding area or detract from host site or building
- Avoid signs that retain and protect line of sight through glazing
- Restrict digital, illuminated and electronic signs to urban areas that do not impact on amenity
- Limit the number of signs on a site by placing at strategic locations that present directly to target audience

Heritage Places

Policy application

This policy applies to all development of land for signs within a heritage overlay.

Strategies

- Discourage buildings painted in corporate colours that identify as signage
- Discourage buildings and works related to signs that may damage or alter without repair significant building fabric or features
- Avoid sign structures that detract from heritage features and values

AMENDMENT C151LATR

- Avoid digital, illuminated and electronic signs
- Avoid colours that appear in contrast of the surrounding landscape

Major Promotion Signs**Policy application**

This policy applies to all development of land for major promotion signs.

Strategies

- Discourage major promotion signs that may restrict the development potential of a site
- Discourage more than one major promotion sign at any intersection
- Encourage signs that are incorporated into built form over freestanding sign structures
- Support a minimum of one kilometre separation between major promotion signs
- Avoid major promotion signs that interface sensitive use areas

Policy documents

Consider as relevant:

- Latrobe City Signage Strategy 2025

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 1 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

4.3

C151latr

Buildings and works

No permit is required to construct a building or construct or carry out works for the following:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
 - The alteration does not include the installation of an external roller shutter.
 - At least 80 per cent of the building facade at ground floor level is maintained as an entry or window ~~with clear~~ that retains line of sight through glazing.
- An awning that projects over a road if it is authorised by the relevant public land manager.

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 1 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

4.4

C151latr

Design and development

The following design and development requirements apply to an application to construct a building or construct or carry out works:

General

- New development within the town centre must be of high design quality and must respect the key features of the town centre setting.
- New development should be constructed to the preferred maximum building height.

AMENDMENT C151LATR

- If new development must be below the preferred maximum building height, an application should demonstrate that the development can structurally accommodate a taller built form in the future.
- New development must respond sensitively to heritage interfaces where they affect or abut a heritage site.
- Promote upper level residential development in key upper level residential areas identified on the Precinct Maps.

Building heights and setbacks

- Building heights and setbacks should meet the precinct requirements specified at Clause 5 of this schedule.
- Preferred maximum building heights do not include non-occupiable architectural features or landmarks, architectural features (such as domes, towers, masts) and building services, (including enclosed stairwells) that do not exceed the preferred maximum height by more than four metres. The combined floor area of these features should not exceed ten percent of the gross floor area of the top building level.
- The street edge wall height (where a building is on sloping land) is the height of the wall at the mid-point on the front title boundary where there is no front setback.
- Built form abutting an identified activated laneway or a heritage building (where it does not abut a residential zone) must ensure that any levels above three storeys are set back a minimum five metres from that interface except where specified in Clause 5 of this schedule.
- Where built form abuts a residential zone, any levels above two storeys must be setback a minimum of five metres above the abutting wall height.

Streetscapes and facades

- Buildings on sloping sites should be articulated to reduce visual bulk and improve the appearance of new development. The ground floor of new buildings should be at the same level as the existing footpath, where possible.
- Development should respond to the sloping topography to minimise the need for cut and fill.
- The siting and design of new development should be sensitive to and reinforce the locally distinctive topography and views to surrounding areas, including through maintaining building setbacks and street plantings to frame key view corridors.
- Development at gateway locations and Key Development Sites should be of high quality, distinctive and emphasise the importance of their corner location to act as a local landmark.
- All retail and commercial developments must present an active and attractive street frontage at ground level to ensure that ground floor frontages:
 - are pedestrian oriented;
 - allow passive surveillance to the street;
 - add interest and vitality;
 - avoid blank walls; and
 - avoid painted or fixed signage on windows.
- Encourage ~~clear glazing~~ windows on ground floor frontages that retain line of sight through glazing.
- New infill development in the town centre should be contemporary and complementary to the existing built form and heritage places.

AMENDMENT C151LATR

- Entrances to buildings should be clearly articulated through the use of awnings, parapets or vertical articulation and should be orientated to the street front.
- Design buildings to improve pedestrian safety on streets that will accommodate higher levels of foot traffic.
- All retail and commercial developments interfacing with an identified activated laneway or through-block link should present an active frontage to the laneway to increase levels of activity and passive surveillance.
- Windows and balconies at upper levels should be incorporated into the design to provide greater visibility to the public realm.
- Large development sites should incorporate vertical and horizontal articulation through design detailing.
- Existing canopy vegetation should be retained and incorporated into the design of new development.
- Where street setbacks are proposed, new built form should incorporate landscape planting as part of the overall site design, including but not limited to canopy trees, shrubs and ground covers.
- Where new landscaping is proposed, ensure the height of the selected species will not adversely affect pedestrian safety (i.e. low scale vegetation to car parks). Promote hardy, drought tolerant species to minimise maintenance costs and maximise resilience.

Materials

- The use of contemporary materials including timber is strongly encouraged.

Access

- Large developments should incorporate through-block links (north to south and east to west) to encourage pedestrian permeability.
- Secondary pedestrian access to buildings should be incorporated into buildings that abut an identified activated laneway.
- Vehicle access and loading areas should be separated from pedestrian access, preferably located at the side and rear of development (loading bays should be within service lanes), and screened from view.
- If vehicle access is proposed to be located to the front of the development (and an alternative location cannot reasonably be provided), priority should be given to pedestrian movement.
- Ensure on-site car parking has a minimal visual impact on the streetscape. Avoid parking between building frontages and the street.
- Require redevelopment of key development sites and any multi-level buildings to incorporate car parking within their form.
- Support multi-level car parks in identified locations.

Sustainability

- Encourage passive and active sustainability principles in the design and operation of new development.
- Encourage the incorporation of water sensitive urban design (WSUD) principles and ecologically sustainable design (ESD) measures in both the public and private realms.

AMENDMENT C151/LATR

- Encourage the design of new development to include window positions that allow for natural cross-ventilation.
- Continuous weather protection measures (awnings, verandahs, shade cloths or canopies) should be provided along key pedestrian areas to allow winter sun and restrict summer sun.

Public Realm

- Protect and enhance street trees in the town centre and key landscape features including the Kay Street corridor, the Traralgon Court House and Post Office and Traralgon Creek.
- All infrastructure and services should be contained underground within service trenches and pits, and not be discernible within the public realm.
- Ensure bin storage areas are located to the side or rear of commercial buildings and are screened from view within the public realm.
- Site air conditioning units (or other such plant facilities) behind the roofline so they are not visible from the street.

Signage and Lighting

- Signage on the building façade must be limited, ~~particularly across~~ windows and doors; should retain line of sight through glazing to ensure passive surveillance and an active interface with the streetscape.
- ~~Signage should not protrude~~ Discourage signage that protrudes past built form, particularly above the parapet.
- The proportion and scale of signage should not detract from public view lines and views of the surrounding landscape.
- Encourage lighting that promotes ~~a safe and secure environment for pedestrians~~ safety to the environment.
- Avoid signage that impacts movement of active transport.
- Tall pole flood lighting is discouraged.
- Encourage illumination of building façades where lighting is well integrated into the façade design, subject to no light spilling into adjoining ~~residential~~ sensitive use areas and areas ~~with shop-top housing.~~
- Discourage sign structures that interfere with streetscape views or building features.

AMENDMENT C151LATR

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 1 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

5.0

C151latr

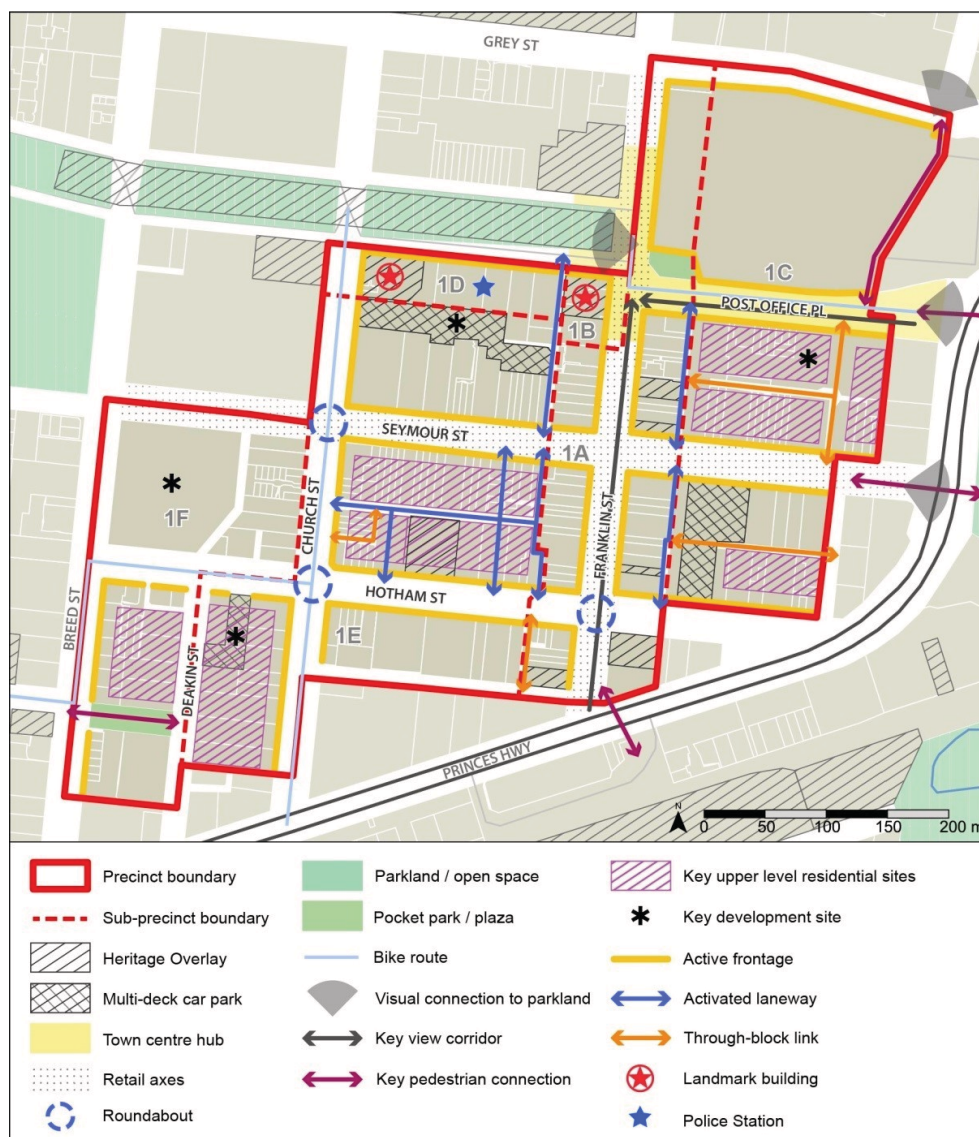
Precinct provisions

5.1

Precinct 1 – Town Centre Core

5.1-1

Precinct map



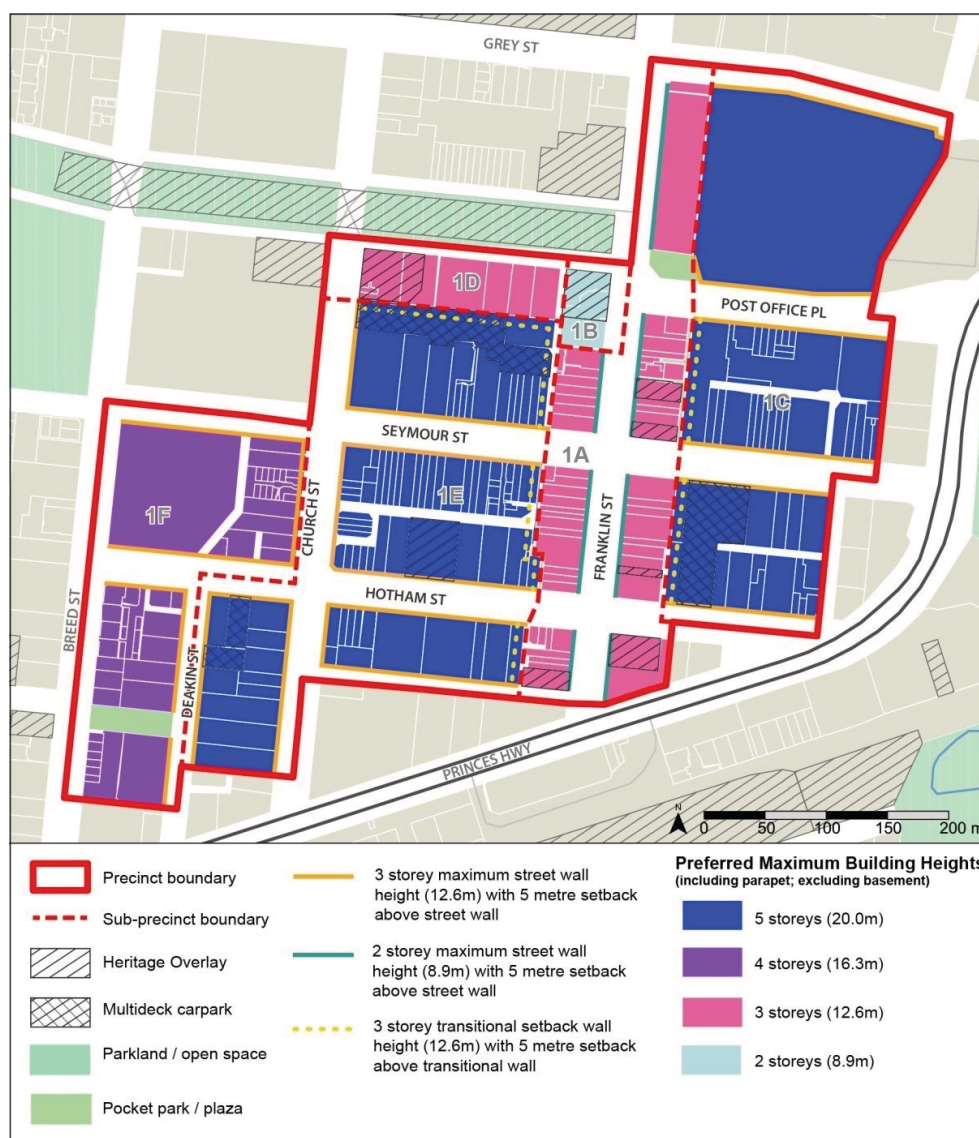
5.1-2

Precinct objectives

- To achieve sensitive consolidation of the town centre core, and provide the opportunity to develop underutilised sites.
- To establish a consistent street wall arrangement that reiterates the grid street network of the town centre.

AMENDMENT C151LATR

- To encourage residential development within the town centre.
- To strengthen the role of the key retail axes of Franklin and Seymour Streets as a vibrant dining, retail and commercial hub.
- To ensure a distinction between the historic Franklin Street corridor and the contemporary streetscapes of Seymour and Hotham Streets.
- To create a shared community space around Post Office Place, Kay Street and Franklin Street that can be utilised for civic occasions.

5.1-3**Precinct requirements****5.1-4****Precinct guidelines**

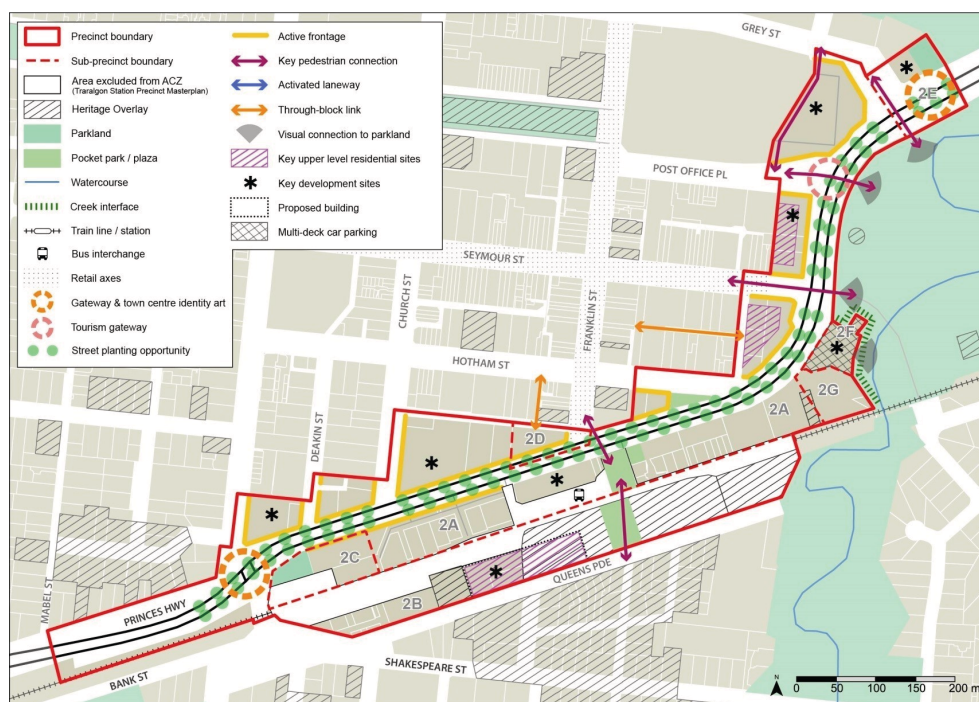
- Properties fronting Franklin Street should not exceed three storeys and should have a two storey street wall to maintain view lines to the Traralgon Court House and Post Office, except for sub-precinct 1B which should not exceed two storeys.

AMENDMENT C151LATR

- Any sites identified with a preferred maximum building height of five storeys must ensure that any levels above three storeys are set back a minimum five metres from the street frontage to be recessive in appearance.
- Redevelopment of any heritage buildings should be sympathetic to the traditional fabric of the building, including its principal street wall or façade.
- New development should maintain and contribute to the fine grain character along the main commercial streets.
- All retail and commercial developments must present an active and attractive street frontage at ground level to ensure that ground floor frontages provide continuity of ground floor shops.
- Treat Post Office Place as a public plaza, incorporating paving treatments, public art and street furniture.
- Improve pedestrian connections between Wright Street and the east end of Post Office Place.
- ~~Illuminated or electronic signage should be limited.~~ Discourage illuminated, electronic or digital signage that distracts road users or impacts pedestrian movement.

5.1-5 Any other requirements

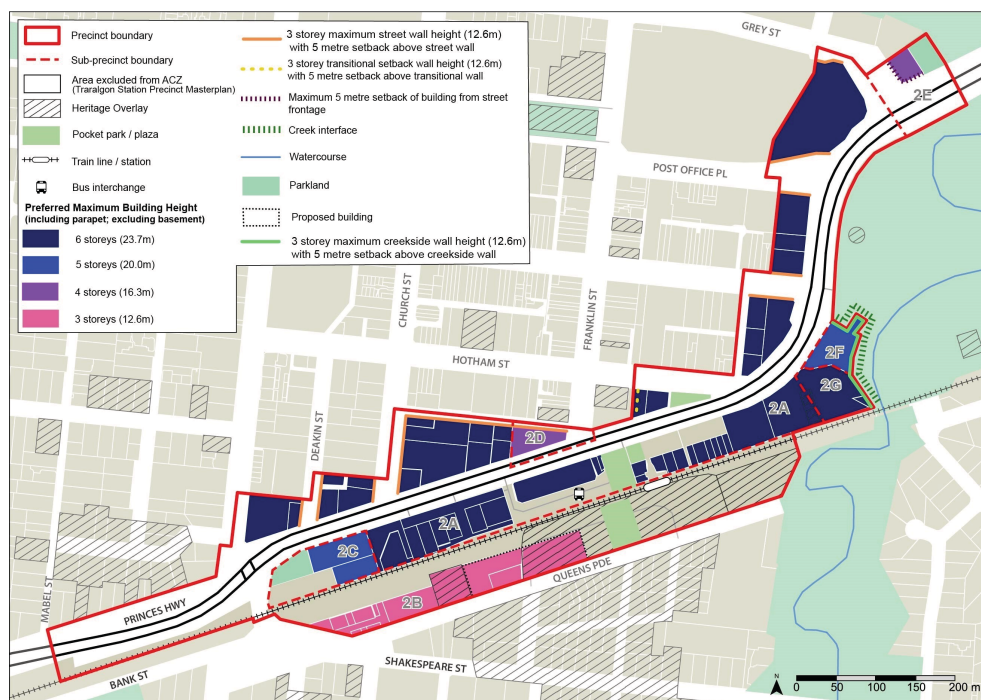
None specified.

5.2 Precinct 2 – Princes Highway and Station Corridor**5.2-1 Precinct map****5.2-2 Precinct objectives**

- To ensure a defined urban form along the Princes Highway corridor that reinforces the presence of the town centre and its position as the commercial centre of Gippsland's regional city.

AMENDMENT C151LATR

- To ensure complementary redevelopment of the southern side of the train station that encourages higher density residential and mixed use developments and improves pedestrian access to ensure the integration of the station precinct with the surrounding area.
- To allow for a demarcation of gateway buildings at the north-east and south-western corners to announce the arrival and departure from the town centre.

5.2-3**Precinct requirements****5.2-4****Precinct guidelines**

- Any sites identified with a preferred maximum building height of six storeys that interface with sites of three storeys or less (as identified in Clause 5.2-3) must ensure that upper levels above three storeys are set back at interfaces to ensure a sensitive transition in built form.
- New development on the northern and western side of the highway should be built to the street edge (no setback).
- Variation in front setbacks for commercial and other non-retail uses are possible on the southern side of Princes Highway and within the station precinct, subject to the provision of front landscaping.
- Key Development Sites along the Princes Highway should be architecturally interesting, innovative, high quality and well designed to provide a visually interesting presentation to the Highway and to define key gateways into the Traralgon Activity Centre.
- New development within the precinct abutting the creek and parkland should provide active and visually interesting edges to improve surveillance and activation of the public realm.
- Support the inclusion of a public plaza fronting the Princes Highway, creating linkages to Franklin Street, as outlined in 5.2-1.

AMENDMENT C151LATR

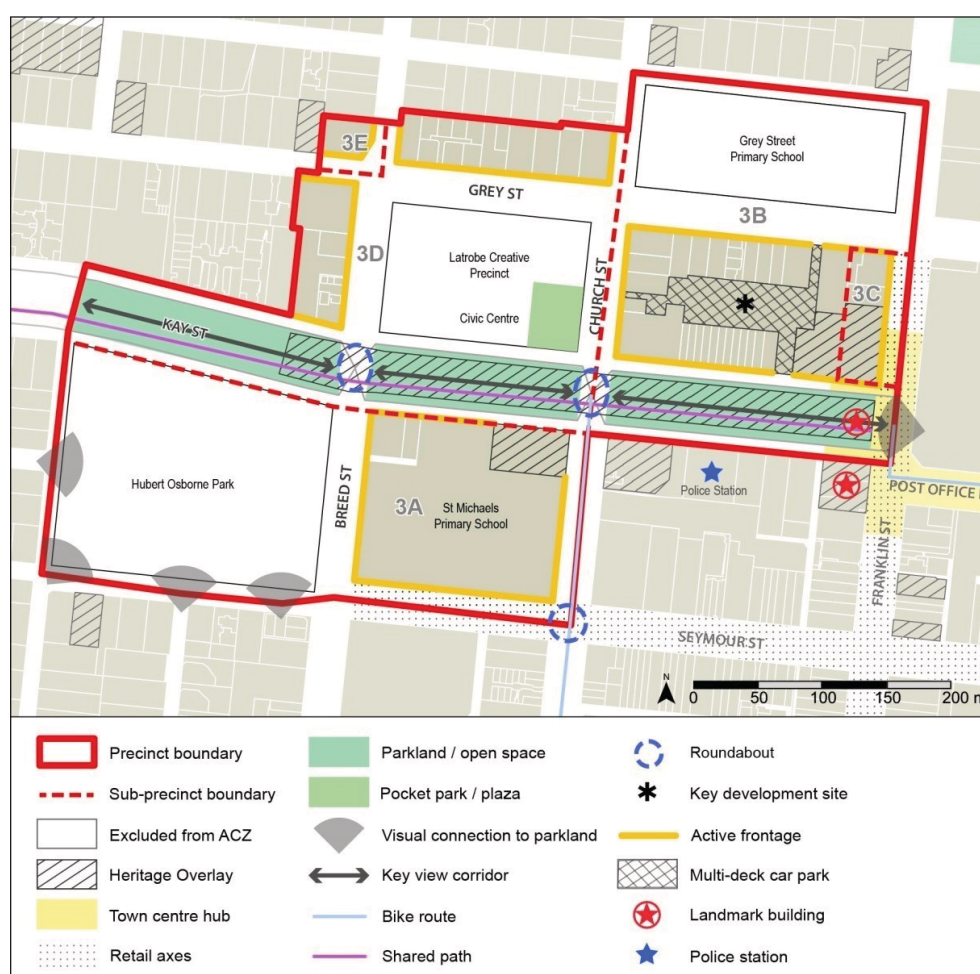
- Support a landscape boulevard along the highway.
- ~~Illuminated or electronic signage should be limited.~~ Discourage illuminated, electronic or digital signage that distracts road users or impacts pedestrian movement.

5.2-5 Any other requirements

None specified.

5.3 Precinct 3 – Kay Street and Civic Corridor

5.3-1 Precinct map



5.3-2 Precinct objectives

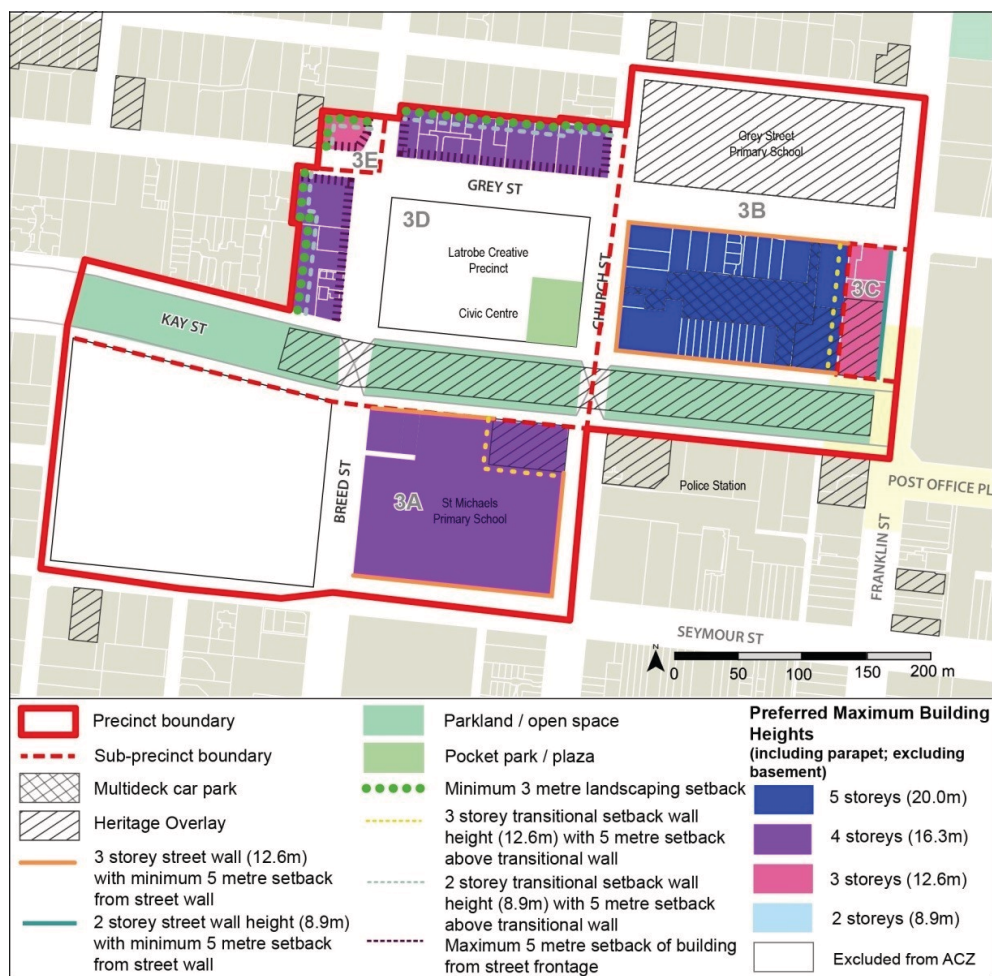
- To recognise the importance of landscaping and built heritage elements along Kay Street as an historic point of arrival into Traralgon, including view lines towards the Franklin Street junction and views of the church at the intersection of Church and Kay streets.

AMENDMENT C151/LATR

- To recognise Kay Street as a green corridor, with the opportunity to enhance the boulevard through further landscaping on either side of the streetscape.
- To take advantage of open space and civic assets between Breed and Franklin Streets, including Hubert Osborne Park, the Latrobe Creative Precinct and the Traralgon Court House and Post Office.

5.3-3

Precinct requirements



5.3-4

Precinct guidelines

- Any sites identified with a preferred maximum building height of five storeys must ensure that any levels above three storeys are set back a minimum five metres from the street frontage to be recessive in appearance.
- Buildings must have a minimum three metre rear setback to allow a landscaping buffer to be established along the residential interface in sub-precincts 3D and 3E.
- Where built form abuts a residential zone any levels above two storeys must be setback a minimum of five metres above the abutting wall height
- New development should be a minimum of three storeys.

AMENDMENT C151LATR

- All retail and commercial development should establish a consistent street wall at ground level in sub-precincts 3A, 3B and 3C.
- Front setbacks incorporating forecourts and landscape elements are supported within sub-precincts 3D and 3E.
- Fencing along the primary street frontage should be avoided.
- The ~~size, height and proportion~~ scale and location of signage should be ~~complementary to the building~~ subordinate to built form and site features.

5.3-5 Any other requirements

None specified.

5.4 Precinct 4 – Creekside Office

5.4-1 Precinct map

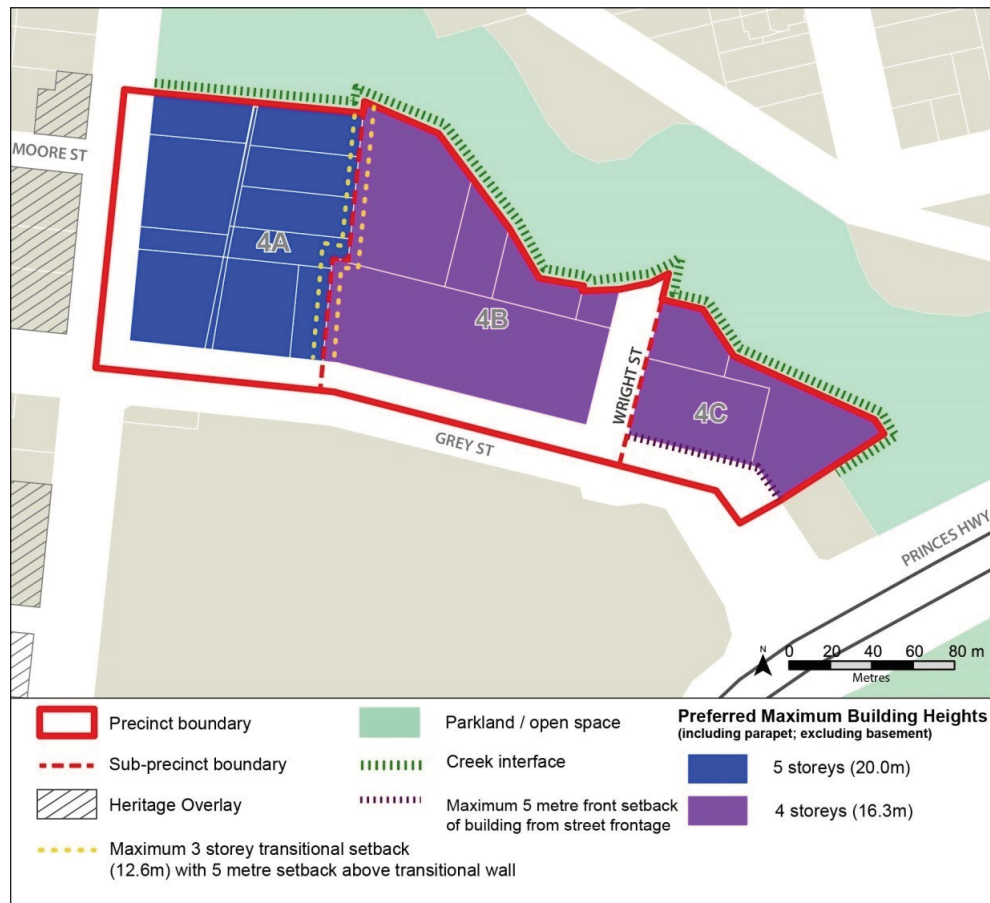


5.4-2 Precinct objectives

- To recognise the distinction between town centre development and Grey Street and Franklin Street development leading to the creek.

AMENDMENT C151LATR

- To ensure future design responds to the natural landform and landscape to the north along the creek.
- To ensure an attractive aspect towards Grey Street from the northern residential areas and the creekside.
- To provide clear, legible pedestrian and visual connections to Traralgon Creek.

5.4-3**Precinct requirements****5.4-4****Precinct guidelines**

- Overall building heights should not exceed five storeys in sub-precinct 4A and four storeys in sub-precincts 4B and 4C above natural ground level.
- Buildings should include front setbacks to Grey Street for landscaping in sub-precinct 4C.
- Fencing along streets or along boundaries is discouraged.
- Buildings should include side setbacks that allow view lines between the town centre and the parkland.
- Building design should consider the preferred mixed use land use; the interface with public open space; and respond to slope, flooding and local drainage constraints.
- New buildings on sloping land should be broken into modules and stepped with the landform. The use of split level buildings is supported.

AMENDMENT C151LATR

- The development of new buildings on sloping land should limit the extent of cut and fill, and avoid the removal of established vegetation.
- Where street setbacks are proposed, new built form should incorporate landscape planting as part of the overall site design, including but not limited to canopy trees, shrubs and ground covers.
- The ~~size, height and proportion~~ scale and location of signage should be ~~complementary to the building and not a dominating element~~ subordinate to built form and site features.

5.4-5 Any other requirements

None specified.

AMENDMENT C151LATR

5.5 Precinct 5 – Breed Street

5.5-1 Precinct map

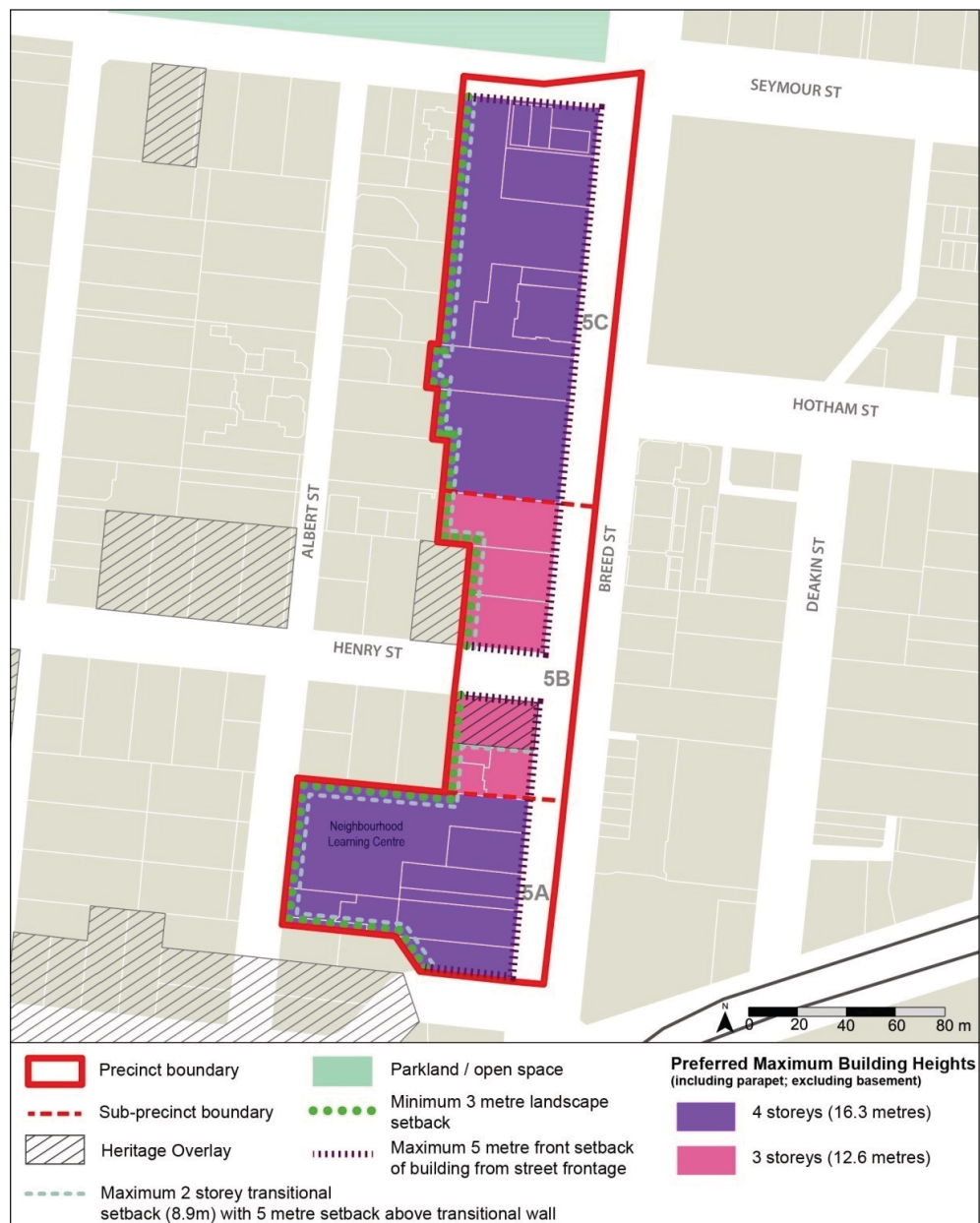


5.5-2 Precinct objectives

- To recognise the Breed Street corridor as an area of transition between the city and surrounding residential areas.
- To encourage a transformation of the western side of Breed Street so that it is consistent with the town centre form.

AMENDMENT C151LATR

- To support the development of service based uses and residential opportunities.
- To discourage retail uses.

5.5-3 Precinct requirements**5.5-4 Precinct guidelines**

- Overall building heights should not exceed four storeys in sub precincts 5A and 5C and should not exceed three storeys in sub-precinct 5B.
- Buildings must have a minimum three metre setback from the western boundary, to allow a landscaping buffer to be established along the residential interface.

AMENDMENT C151LATR

- Where built form abuts a residential zone any levels above two storeys must be setback a minimum of five metres above the abutting wall height.
- Support variation in front and side setbacks for commercial and other non-retail uses, subject to the provision of landscape treatments.
- Where street setbacks are proposed, new built form should incorporate landscaping as part of the overall site design, including but not limited to canopy trees, shrubs and ground covers.
- New development should present an active and attractive street frontage with a high level of interaction between the property and the street front.
- Buildings should incorporate vertical and horizontal articulation of a human scale through design detailing.
- Fencing along the primary street frontage should be avoided.
- The ~~size, height and proportion~~ scale and location of signage should be ~~complementary to the building and not a dominating element~~ subordinate to built form and site features.

5.5-5 Any other requirements

None specified.

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 1 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

9.0 Signs

C151latr

Sign requirements are at Clause 52.05. All land located in Precinct 1 (except sub-precinct 1A and 1B) and Precinct 2 (except sub-precinct 2B) is in Category 1. Sub-Precinct 1A and 1B, Precinct 3, 4 (except sub-precinct 4A) and 5 are Category 2. Sub-precinct 2B and 4A are Category 3.

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 1 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

11.0 Reference documents

C151latr

Traralgon Activity Centre Plan – Background Reports 2010

Traralgon Station Precinct Masterplan 2011 (as amended)

Car Parking Framework Review – Traralgon & Morwell 2014

Traralgon Activity Centre Plan 2018(as amended)

Latrobe City Signage Strategy 2025

System Note: The following ordinance will be modified in Sub-Clause:37.08 ACTIVITY CENTRE ZONE, Schedule:SCHEDULE 2 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

4.3 Buildings and works

C151latr

No permit is required to construct a building or construct or carry out works for the following:

- The installation of an automatic teller machine.
- An alteration to an existing building facade provided:
 - The alteration does not include the installation of an external roller shutter.

AMENDMENT C151LATR

- At least 70 per cent of the building facade at ground level is maintained as an entry or window ~~with clear~~ that retains line of sight through glazing.
- An awning that projects over a road if it is authorised by the relevant public land manager.

System Note: The following ordinance will be modified in Sub-Clause: 37.08 ACTIVITY CENTRE ZONE, Schedule: SCHEDULE 2 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

4.4

C151latr

Design and development

The following design and development requirements apply to an application to construct a building or construct or carry out works:

General

- Development at key development sites and entries into precincts in the Activity Centre should be of high quality, use contemporary materials and emphasise their important strategic positions as local landmarks.
- New development should be constructed to the preferred maximum building height.
- New development must respond sensitively to heritage interfaces where they affect or abut a heritage site, including views to heritage features and roof lines.
- Development of sites with wide frontages should be arranged as a 'suite of forms', rather than a single development envelope - reflecting the fine grain character of the precinct.
- Development with commercial and retail uses should avoid ground level setbacks to streets and present active and engaging public interfaces.

Building Heights and Setbacks

- Ensure that sites identified with a preferred maximum building height above 9 metres adopt a 2 storey street wall with additional upper levels setback a minimum 5 metres from the street frontage to be recessive in appearance.
- Preferred maximum building heights do not include non-occupiable architectural features or landmarks, architectural features (such as domes, towers, masts) and building services, (including enclosed stairwells) that do not exceed the preferred maximum height by more than four metres. The combined floor area of these features should not exceed ten percent of the gross floor area of the top building level.
- Where built form abuts a General Residential Zone or Residential Growth Zone development must be set back a minimum 3 metres from the property boundary - with levels above 2 storeys setback a minimum 4 metres.
- Where built form abuts a Neighbourhood Residential Zone development must be set back a minimum 6 metres from the property boundary - with levels above 2 storeys setback a minimum of 4 metres.
- Where built form abuts a heritage building (not in a residential zone) any levels above 2 storeys must be setback a minimum of 5 metres above the abutting wall height.
- Where built form abuts an identified activated laneway, any levels above 2 storeys must be set back a minimum of 4.5 metres from the laneway centreline.
- Where built form abuts an identified activated laneway encourage secondary building entries and visual connections between the public realm and activities within the building through the use of glazing.
- New development in residential streetscapes should retain or match adjoining landscaped front setbacks, providing vegetation and tree plantings to contribute to the public realm character of the setting.

Streetscapes and Facades

AMENDMENT C151/LATR

- Upper levels at key development sites should be oriented to capture views towards any landscape attribute. Windows and balconies should be orientated towards streetscapes and public open spaces to increase passive surveillance.
- All retail and commercial developments must present an active and attractive street frontage at ground level to ensure that ground floor frontages:
 - are pedestrian orientated;
 - allow passive surveillance to the street;
 - add interest and vitality;
 - avoid blank walls;
 - avoid painted or fixed signage ~~onto~~ windows (a minimum 70% of the street frontage should include transparent glazing that retains line of sight); and
 - have clearly legible entrances.

Access

- Development in retail and commercial areas should conceal car parking areas to the rear and reserve frontages for active uses.
- Encourage widening (minimum of 3 metres) and potential extension of existing laneways to facilitate safe vehicular and pedestrian access as identified on the precinct maps.
- Key development sites should provide integrated car parking, concealed from streetscapes.
- Key development sites should seek to increase pedestrian permeability throughout the Activity Centre by expanding and creating new shared pedestrian/vehicle laneways and/or arcade connections.
- Vehicle crossovers in the 'key retail spine' should be avoided and discouraged in streets with pedestrian focus. Where this is not possible, surface treatments should be used to indicate pedestrian priority.

Public Realm

- Building servicing and rubbish bin storage should be sited to the rear of properties, away from primary retail and commercial frontages.
- Public art and further Morwell Branding initiatives should be encouraged on blank walls throughout the Activity Centre to increase vibrancy in streetscapes.
- Streets with a pedestrian focus should be well lit with feature lighting to encourage vibrancy and safety after dark.
- Avoid new car parking between building frontages and street property boundaries and seek to provide landscape softening where these areas exist.

Signage and Lighting

- ~~Signage should not be disproportionate to buildings and streetscape to avoid overwhelming them.~~
- ~~Business identification signage should form part of the overall design of the building as to not be visually dominant.~~
Business identification signage should form part of the overall design of the building as to not be visually dominant.
- ~~Signage should not protrude above the parapet.~~
Signage on the building façade must be limited, windows and doors should retain line of sight through glazing to ensure passive surveillance and an active interface with the streetscape.
- Discourage signage that protrudes past built form, particularly above the parapet.

AMENDMENT C151LATR

- The proportion and scale of signage should ~~complement the prevailing signage character in the streetscape~~ not detract from public view lines and views of the surrounding landscape.
- ~~Where illuminated signs are proposed, ensure light spill to nearby residential land is avoided~~ Encourage illumination of building façades where lighting is well integrated into the façade design, subject to no light spilling into adjoining sensitive use areas and areas.
- Street panel signs are discouraged as well as projecting signs above cantilevered awnings.
- Encourage lighting that promotes safety to the environment.
- ~~Painted or fixed signage on windows should be avoided~~ Avoid signage that impacts movement of active transport.
- Discourage sign structures that interfere with streetscape views or building features.

Sustainability

- Encourage passive and active sustainability principles in the design and operation of new development.
- Encourage the incorporation of water sensitive urban design (WSUD) principles and ecologically sustainable design (ESD) measures in both the public and private realms.
- Encourage the design of new development to include window positions that allow for natural cross ventilation.
- Continuous weather protection measures (awnings, verandahs or canopies) should be provided along key pedestrian areas.

System Note: The following ordinance will be modified in Sub-Clause: 37.08 ACTIVITY CENTRE ZONE, Schedule: SCHEDULE 2 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

9.0

C151latr

Signs

Sign requirements are at Clause 52.05. All land located within Precinct 1, 3 and 4 is in Category 1. All land located in Precinct 2 is in Category 2.

System Note: The following ordinance will be modified in Sub-Clause: 37.08 ACTIVITY CENTRE ZONE, Schedule: SCHEDULE 2 TO CLAUSE 37.08 ACTIVITY CENTRE ZONE

11.0

C151latr

Background documents

Morwell Activity Centre Plan (Latrobe City Council 2022)

Morwell Activity Centre Plan Background Reports (Latrobe City Council 2022):

- *Morwell Activity Centre Community Infrastructure Assessment* (Latrobe City Council, March 2022)
- *Morwell Activity Centre Economic Assessment* (Latrobe City Council, March 2022)
- *Morwell Activity Centre Planning Context Report* (Latrobe City Council, March 2022)
- *Morwell Activity Centre Transport Assessment and Parking Plan* (Movement and Place Consulting, June 2021)
- *Morwell Activity Centre Urban Design and Built Form Plan* (Hansen Partnership, June 2021)
- *Morwell Activity Centre Urban Design and Built Form Discussion Paper* (Hansen Partnership, June 2021)

Latrobe City Urban Design Guidelines (2021)

Latrobe City Signage Strategy (2025)

AMENDMENT C151LATR

**System Note: The following ordinance will be modified in Sub-Clause:72.08
BACKGROUND DOCUMENTS, Schedule:SCHEDULE TO CLAUSE 72.08
BACKGROUND DOCUMENTS**

1.0

C151latr

Background documents

Name of background document	Amendment number clause reference
<i>Assessment of Agricultural Quality of Land in Gippsland (Ian R Swan and Andrew G Volum, August 1984)</i>	C97 Clause 02 and 14
<i>Australian Paper: Maryvale Pulp Mill Buffer Requirements (GHD Pty Ltd, July 2011)</i>	C87pt1 Clause 02, 13 and 14
<i>Car Parking Framework Review Traralgon & Morwell (Traffix Group, August 2014)</i>	C105 Clause 45.09s 1 and 2
<i>Churchill East West Link: Master Plan and Urban Design Framework (Spiire Australia Pty Ltd, October 2013)</i>	C97 Clause 02 and 11
<i>Churchill Town Centre Plan (Beca Pty Ltd, July 2007)</i>	C62 Clause 02, 11, 19 and Schedule 9 to Clause 43.02
<i>Clifton Street Precinct Urban Design Guidelines (Tract Consultants, September 2008)</i>	C76 Clause 02, 11 and 15
<i>Cultural Diversity Action Plan 2020-2024 (Latrobe City Council, October, 2019)</i>	C97 Clause 02
<i>Economic Development Strategy 2016-2020 (Latrobe City Council, May 2016)</i>	C97 Clause 02 and 17
<i>Framework for the Future (Latrobe Region, October 1987)</i>	C97 Clause 02
<i>Gippsland Logistics Precinct Project (Latrobe City Council, April 2009)</i>	C97 Clause 02 and 18.05-1L
<i>Hazelwood Mine Fire Inquiry Report (Hazelwood Mine Fire Inquiry, 2014)</i>	C105 Clause 02 and 14.03-1L
<i>Healthy Urban Design Good Practice Guideline (Latrobe City Council, June 2008)</i>	Clause 02, 11, 15 and Schedules 4, 5 and 6 to Clause 43.04
<i>Infrastructure Design Manual (Local Government Infrastructure Design Association, 2019)</i>	Clause 02 and 19
<i>Land Over Coal and Buffer Area Study (Ministry for Planning and Environment, February 1988)</i>	Clause 02 and 14.03-1L
<i>Latrobe City Bicycle Plan 2007-2010 (Latrobe City Council, December 2007)</i>	C97

AMENDMENT C151LATR

Name of background document	Amendment number clause reference
	Clause 02, 18.02-1L and Schedules 5, 6,7 and 9 to Clause 43.04
<i>Latrobe City Council Bulky Good Retail Sustainability Assessment</i> (Macroplan Australia Pty Ltd, March 2009)	C39 Clause 02, 11, 17 and Schedules to Clause 43.04
<i>Latrobe City Council Disability Action Plan 2018-2020</i> (Latrobe City Council, 2018)	C97 Clause 02
<i>Latrobe City Council Residential and Rural Residential Land Assessment</i> (Essential Economics Pty Ltd, March 2009)	C97 Clause 02, 11 and 16
<i>Latrobe City Council Urban Design Guidelines</i> (Hansen Pty Ltd and Latrobe City Council, March 2021)	C136latr Clause 02, 11 and 15
<i>Latrobe City Council Waste Management Strategy (2010-2017)</i> (Meinhardt Infrastructure and Environment Pty Ltd, 2010)	C97 Clause 02, 13 and 19
<i>Latrobe City Council Retail Strategy Review Background Research and Analysis</i> (2019)	
<i>Latrobe City Council Retail Strategy - Strategy and Implementation Plan</i> (2019)	
<i>Latrobe City Events and Tourism Strategy 2018-2022</i> (Latrobe City Council, 2018)	Clause 02 and 17
<i>Latrobe City Heritage Study</i> (Context Pty Ltd 2010)	C14 Clause 02, 15, Schedule 2 to Clause 32.07 and Schedule to Clause 43.01
<i>Latrobe City Municipal Fire Management Plan 2018</i> (Latrobe City Council, 2018)	C97 Clause 02 and 13.02-1L
<i>Latrobe City Older Persons Strategy 2007-2021</i> (Latrobe City Council, 2007)	C62 Clause 02, 16 and 19
<i>Latrobe City Play Space Improvement Plan 2016-2021</i> , (Latrobe City, 2016)	C91 Clause 02 and 19.02-6L
<u>Latrobe City Signage Strategy (Latrobe City Council, 2025)</u>	<u>C151</u> <u>Clause 15.01-1L-01 and Schedules to 37.08</u>
<i>Latrobe Regional Airport Master Plan 2015 (Updated 2019)</i> (Rehbein Airport Consulting, 2019)	C92 Clause 02, 11, 17 and 18
<i>Latrobe Social and Affordable Housing Strategy</i> (SGS Economics & Planning and Latrobe City Council, 2021)	C136latr Clause 02, 15, and 16

AMENDMENT C151LATR

Name of background document	Amendment number clause reference
<i>Latrobe Structure Plans Background Report</i> (Beca Pty Ltd, August 2007)	C97 Clause 02, 11 to 19 and Schedules to Clause 43.04
<i>Latrobe Structure Plans - Churchill</i> (Beca Pty Ltd, August 2007)	C97 Clause 02, 11 to 19 and Schedules to Clause 43.04
<i>Latrobe Structure Plans - Moe and Newborough</i> (Beca Pty Ltd, August 2007)	C97 Clause 02, 11 to 19 and Schedules to Clause 43.04
<i>Latrobe Structure Plans - Morwell</i> (Beca Pty Ltd, August 2007)	C97 Clause 02, 11 to 19 and Schedules to Clause 43.04
<i>Latrobe Structure Plans - Traralgon</i> (Beca Pty Ltd, August 2007)	C97 Clause 02, 11 to 19 and Schedules to Clause 43.04
<i>Latrobe Transit Centred Precincts</i> (David Lock Associates, SGS Economics and Planning PBAI Australia, December 2004)	C50 Clause 02 and 11
<i>Live Work Latrobe Housing Strategy</i> (Latrobe City Council, MacroPlan Dimasi, RMCG and Planisphere, May 2019)	C105 Clause 02, 11, 15 and 16
<i>Live Work Latrobe Industrial and Employment Strategy</i> (Latrobe City Council, MacroPlan Dimasi, RMCG and Planisphere, May 2019)	C105 Clause 02, 11 and 17
<i>Live Work Latrobe Rural Land Use Strategy</i> (Latrobe City Council, MacroPlan Dimasi, RMCG and Planisphere, May 2019)	C105 Clause 02, 14 and 16
<i>Moe Activity Centre Plan</i> (Tract Consultants, December 2007)	C62 Clause 02, 11 and 17
<i>Moe and Newborough Structure Plan</i> (Metropolitan Planning Authority, March 2015)	C62 Clause 02, 11 and 17
<i>Moe Rail Precinct Revitalisation Project Master Plan</i> (SJB Urban, SJB Architects, McCormick Rankin Cagney, Slattery Australia, November 2009)	C79 Clause 02, 11 and 36.01
<i>Morwell Activity Centre Plan</i> (Latrobe City Council 2022)	C137 Clause 11, 17, 37.08s and 45.09s
<i>Morwell Activity Centre Plan Background Reports</i> (Latrobe City Council, 2022): <i>Morwell Activity Centre Community Infrastructure Assessment</i> (Latrobe City Council, March 2022)	C137 Clause 11, 17, 37.08s and 45.09s

AMENDMENT C151LATR

Name of background document	Amendment number clause reference
<i>Morwell Activity Centre Economic Assessment</i> (Latrobe City Council, March 2022)	
<i>Morwell Activity Centre Planning Context Report</i> (Latrobe City Council, March 2022)	
<i>Morwell Activity Centre Transport Assessment and Parking Plan</i> (Movement and Place Consulting, June 2021)	
<i>Morwell Activity Centre Urban Design and Built Form Plan</i> (Hansen Partnership, June 2021)	
<i>Morwell Activity Centre Urban Design and Built Form Discussion Paper</i> (Hansen Partnership, June 2021)	
<i>Morwell Logistics Precinct Master Plan</i> (Beca Pty Ltd, Meyrick and Associates, and Traffix Group, 2005)	Clause 02, 17 and 18
<i>Morwell to Traralgon Employment Corridor Precinct Masterplan</i> (Urban Enterprise, 2020)	C115 Clause 02, 11 and 17
<i>Municipal Domestic Waste Water Management Plan</i> (Infocus Management Group, WDMS Pty Ltd, Municipal Domestic Wastewater Management & Latrobe City Council, December 2006)	C97 Clause 02, 19 and 42.01s5
<i>Municipal Emergency Management Plan 2019</i> (Latrobe City Council, 30 July 2019)	C97 Clause 02 and 13
<i>Natural Environment Sustainability Strategy 2014-2019</i> (Latrobe City Council, 2014)	C97 Clause 02, 12, 15 and 19
<i>Planning for Intensive Agriculture in Gippsland - Regional Development Australia Gippsland</i> (RMCG, 24 August 2016)	C105 Clause 02, 14 and 16
<i>Positioning Latrobe City for a Low Carbon Emission Future</i> (MWH, 2010)	C97 Clause 02, 15, 17, 18 and 19
<i>Project Implementation Plan - Gippsland Logistics Precinct Project</i> (Latrobe City Council, April 2009)	C97 Clause 02, 15, 17, 18 and 19
<i>Project Findings Report: Latrobe City Council DDO1 Major Pipeline Infrastructure Review</i> (GPA Engineering/Auld Planning & Projects, May 2020)	C121latr Clause 02, 19.01-3L and Schedule 1 to Clause 44.08
<i>Public Art Policy 2018</i> (Latrobe City Council - City Development Division, November 2018)	C91 Clause 02
<i>Public Open Space Strategy Volume 1: Strategy and Recommendations</i> (Latrobe City Council, Insight Leisure Planning, Davis Planning Solutions, FFLA, March 2013)	C91 Clause 02, 19.02-6L and Schedules 5, 6, 7 and 9 to Clause 43.04
<i>Public Toilet Plan 2010-2014</i> (Latrobe City Council, July 2010)	C91 Clause 02

AMENDMENT C151LATR

Name of background document	Amendment number clause reference
<i>Retail Advice - Lake Narracan Structure Plan</i> (SGS Economics and Planning, July 2013)	C97 Clause 02, 11 and 17
<i>Review of Proposed Public Open Space Contributions Rates</i> (Urban Enterprise, October 2016)	C97 Clause 02 and 19
<i>Small Town Structure Plans: Boolarra, Glengarry and Tyers</i> (NBA Group Pty Ltd, April 2009)	C024pt2 Clause 02, 11 to 19
<i>Strategic Outlook for Moe - Newborough and Lake Narracan</i> (Growth Areas Authority, 2013)	Clause 02 and 11 to 19
<i>Toongabbie Structure Plan Report</i> (Latrobe City Council, 2020)	C126latr Clause 11, 12 and 16 Schedule 5 to Clause 32.09
<i>Toongabbie Structure Plan Background Reports</i> (Latrobe City Council, 2020)	C126latr Clause 11, 12 and 16 Schedule 5 to Clause 32.09
<i>Tracks, Trails and Paths Strategy</i> (Planisphere, April 2016)	C91 Clause 02, 18 and 19
<i>Traralgon Activity Centre Plan</i> (Victorian Planning Authority and Latrobe City Council, September 2018)	C106pt1 Clause 02, 11 and Schedule 1 to Clause 37.08
<i>Traralgon Activity Centre Plan Background Reports</i> (Hansen Partnership Pty Ltd, July 2010)	C106pt1 Clause 02, 11 and Schedule 1 to Clause 37.08
<i>Traralgon Background Report: Traralgon Growth Areas Review</i> (Hansen Partnership and Parsons Brinkerhoff, August 2013)	C87pt2 Clause 02 and 11 to 19
<i>Traralgon Car Parking Review</i> (Ratio, 2023)	C142latr Clause 18 and Schedule 1 to Clause 45.09
<i>Traralgon Growth Area Framework Plan</i> (Hansen Partnership, August 2013)	C97 Clause 02 and 11 to 19
<i>Traralgon Station Precinct Master Plan</i> (Hansen Partnership and CPG Australia, April 2011)	C97 Clause 02, 11 and Schedule 2 to Clause 32.07
<i>Traralgon West Structure Plan</i> (Hansen Partnership, August 2013)	C97 Clause 02 and 11 to 19
<i>Wood Encouragement Policy</i> (Latrobe City Council, 2014)	C97

AMENDMENT C151LATR

Name of background document	Amendment number clause reference
	Clause 02 and 14

CORPORATE ITEMS FOR DECISION

10. CORPORATE ITEMS FOR DECISION

Item Number 10.1 22 September 2025

Organisational Performance

2024/25 END OF YEAR RESULT AND ACCUMULATED CASH SURPLUS

PURPOSE

To present to Council the 2024/25 realised cash surplus position (pending year end audit completion) and to provide a list of projects identified for funding consideration from the surplus.

EXECUTIVE SUMMARY

- At the close of the 2024/25 financial year, a cash surplus of \$7.334 million (unaudited) has been realised against the adopted budget.
- In accordance with the resolution of Council at the June 2024 Council Meeting, 50% of the 2024/25 actual year end surplus position (\$3.667 million) has been allocated to the Transition Reserve to further support the organisation's long term financial sustainability and diversification/economic development infrastructure.
- Council has allocated \$0.390 million throughout the year to fund mid-year allocations, other reserve movements (+\$0.889 million) and after including the opening position, the Accumulated Unallocated Cash Reserve (AUCR) has a balance of \$5.154 million prior to any further allocations (**Attachment 1**).
- A number of projects have been identified for funding allocation by Council. These projects include replacement/rectification works, enhanced maintenance programs and new infrastructure detailed in adopted plans/strategies.

OFFICER'S RECOMMENDATION

That Council:

1. **notes at the conclusion of the 2024/25 financial year Council realised a cash surplus position of \$7.334 million (unaudited);**
2. **allocates \$3.667 million of the 2024/25 cash surplus position to the Transition Reserve;**
3. **allocates funding to the following:**

• GRAC lockers replacement	\$250,000
• Morwell Depot site remediation	\$150,000
• Sports oval grass oversowing program	\$30,000
• Immigration Park Morwell – new public toilet	\$600,000
• Yinnar Recreation Reserve – Netball & Tennis changerooms detailed design	\$120,000

- **Northern Reserve Newborough – multi-use pavilion detailed design** **\$500,000**
 - **Infrastructure Projects Reserve** **\$3,400,000**
- 4. notes the Accumulated Unallocated Cash Reserve balance after allocations is \$0.104 million (prior to adjustments following completion of the year end audit).**

BACKGROUND

Council finances are predominately managed on a cash basis with the annual budget set by balancing budgeted expenditure with expected cash income. At the conclusion of the financial year the balancing up of the annual financial accounts will result in the recognition of either a cash surplus or a cash deficit. Variations mostly represent savings against the adopted annual budget or the recognition of additional revenue.

The recognition of a cash surplus allows the organisation to consider the funding of additional expenditure into the following financial year, the funding of previous years deficits (where applicable) or the transfer of the surplus to a reserve for future consideration.

During the financial year Council may need to seek funding for a project (or matching grant funding towards a project) or an unforeseen circumstance that is unbudgeted within the current financial year. Council has the ability to allocate funding from the accumulated unallocated cash surplus reserve via a resolution or the matter may be referred by Council for consideration at a future budget review opportunity.

ANALYSIS

For the financial year 2024/25 council has realised a cash surplus of \$7.334 million which equates to 3.1% of annual revenue. The surplus is mainly as a result of:

- Reductions and savings across the capital works budget of \$2.355 million
- Net savings in employee related costs mainly associated with employee vacancies of \$1.359 million
- Additional interest income from investments of \$0.675 million
- Additional Grants Commission and Roads to Recovery Funding of \$0.738 million
- Additional fees for subdivision planning services \$0.291 million

The closing balance of the Accumulated Unallocated Cash Reserve (AUCR) as at 18 August 2025 is \$5.154 million as detailed in **Attachment 1**, prior to the proposed allocations as detailed below.

Projects identified for funding from the AUCR balance:

	Project funding \$M	Reserve Running Balance \$M
Accumulated Unallocated Cash Reserve - Current Balance		\$5.154
Replacement/Rectification Works		
GRAC lockable and secure lockers	(\$0.250)	
<i>To replace lockers throughout facility that are fit for purpose and are able to withstand aquatic environment</i>		
Morwell Depot site remediation	(\$0.150)	
<i>Removal of decommissioned underground storage tanks, fuel bowsers and emulsion tank</i>		
Subtotal	(\$0.400)	\$4.754
Enhanced Maintenance Program		
Sports oval grass oversowing program	(\$0.030)	
<i>Council contribution 50% per oval, with matching contribution required from club</i>		
Subtotal	(\$0.030)	\$4.724
Public Toilet Plan 2023-2033		
New public toilet at Immigration Park, Morwell	(\$0.600)	
<i>(design and construct new facility)</i>		
Subtotal	(\$0.600)	\$4.124
Recreation Needs Assessment 2023		
Yinnar Recreation Reserve, Yinnar	(\$0.120)	
<i>(detailed design for netball & tennis changerooms ~\$1.2M)</i>		
Northern Reserve, Newborough	(\$0.500)	
<i>(detailed design for new multi-use pavilion ~\$5M)</i>		
Subtotal	(\$0.620)	\$3.504
Strategic Reserves		
Infrastructure Projects Reserve	(\$3.400)	
<i>(fund to be used as co-contribution funding to leverage State and Commonwealth Government funding streams/opportunities)</i>		
Subtotal	(\$3.400)	\$0.104

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
FINANCIAL There is a risk that surplus funds could be used to fund projects that negatively impact on Councils financial sustainability.	Medium <i>Possible x Moderate</i>	Ensure rigorous financial business cases are prepared and assessed prior to allocating funds to new services or assets.
STRATEGIC The allocation of funding to additional projects may impact Councils financial sustainability given Council has identified through the asset plan and LTFP shortfalls in asset renewal expenditure, impending reductions in revenue and costs outstripping rate cap increases.	High <i>Almost Certain x Major</i>	Recognise opportunities which will reduce future financial burdens.

CONSULTATION

There is no external consultation in relation to this report.

COMMUNICATION

It is not anticipated that there will be any communications required in relation to this report however the exact nature and extent of any communication will depend on the agreed outcomes.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community.

Social

Not applicable

Cultural

Not applicable

Health

Not applicable

Environmental

Not applicable

Economic

Not applicable

Financial

With a stronger emphasis on long term financial sustainability, consideration must be given to longer term projects and reserves, with 50% of the actual year end surplus position allocated to the Transition Reserve to further support the organisation's long term financial sustainability and diversification/economic development infrastructure.

Attachments

1. Attachment 1 - Accumulated Unallocated Cash Reserve

10.1

2024/25 End of Year Result and Accumulated Cash Surplus

- 1 Attachment 1 - Accumulated Unallocated Cash Reserve 224**

Accumulated Unallocated Cash Reserve - Balance

	Council Meeting Resolution Date	\$'000	\$'000	\$'000
Cash Reserve Balance as at 2 September 2024 (as reported in Council Meeting)				988
Realised Cash Surplus Position 24/25		7,334		
Transition Reserve - 50% of 24/25 Surplus		(3,667)		
<i>Available Balance - 24/25 Surplus</i>			3,667	
Reserve Movements 24/25				
<i>Mid Year Allocation</i>				
Leisure Facilities UV Units (water treatment)	24/02/2025	(240)		
Leisure Facilities Bulk Co2 vessel installation	24/02/2025	(150)		
<i>Subtotal</i>			(390)	
<i>Other Reserve Movements</i>				
Our Future Our Place Project 2018 - residual funds, return to unallocated		237		
Capital Works Reserve - residual funds, return to unallocated		965		
Latrobe City Business Chamber	5/08/2024	(69)		
Additional funding for the 2024/25 Community Grant Program	2/09/2024	(79)		
Construction of Churchill Public Toilet	28/04/2025	(650)		
Traralgon City Band Remembrance Tour	12/05/2025	(15)		
Add back CSPF Funding for Construction of Churchill Public Toilet	26/05/2025	500		
<i>Subtotal</i>			889	
Total Reserve Movement 24/25				4,166
Total Accumulated Unallocated Cash Reserve as at 18 August 2025				5,154

CHIEF EXECUTIVE OFFICER EMPLOYMENT MATTERS COMMITTEE - INDEPENDENT CHAIR RECRUITMENT PROCESS

PURPOSE

To commence the recruitment process for an independent chair of the Chief Executive Officer (CEO) Employment Matters Committee (Committee) for the period of two years (plus two, one year extensions) commencing from 1 March 2026.

EXECUTIVE SUMMARY

- The Committee Terms of Reference 2021 (TOR) requires the composition of the Committee to include an independent person (Section 3.1.4), who is suitably qualified and can assist the Committee to perform its role as detailed in the TOR.
- Appointment of a suitably experienced independent chair that possesses the key knowledge, skills and qualifications is critical to ensuring the working relationship between Council and the CEO is managed and developed, and provides a consistent, fair and transparent framework for employment matters relating to the CEO.
- The independent chair supports the Committee's role to report to Council and provide appropriate advice, information and feedback on relevant matters in order to facilitate decision making by Council in relation to the discharge of its responsibilities including CEO performance objectives/monitoring and review process.
- The current independent chair, Mr Kelvin Spiller, term ends on 28 February 2026, with no further options to extend. As a result, a recruitment process will be undertaken in October 2025 seeking applicants who are suitably qualified with appropriate professional experience in employment related matters to act as independent chair. A further report will be presented to Council at the December 2025 Council Meeting after completion of the recruitment process by the Committee.

OFFICER'S RECOMMENDATION

That Council:

1. **authorises the General Manager – Organisational Performance to commence the recruitment process for an independent chair of the CEO Employment Matters Committee in consultation with the CEO Employment Matters Committee; and**
2. **notes that the appointment of the independent chair will be considered as part of a further report to Council.**

BACKGROUND

The CEO Employment Matters Committee assists Council to fulfil its responsibilities in relation to employment matters of the CEO in accordance with s.45(2) of the *Local Government Act 2020*. The CEO Employment and Remuneration Policy 2021 and CEO Employment Matters Committee Terms of Reference 2021 (TOR) outline the purpose of the Committee and role of the independent chair of the Committee.

The Committee convenes on a quarterly basis to, among other things, review progress of delivery of the objectives and actions contained within the CEO KPIs and discuss any challenges that may impact outcomes. The Committee then undertakes a formal annual review of CEO performance scored against the CEO KPIs.

The Committee consists of four councillors plus an independent chair (Mr Kelvin Spiller). Mr Spiller's term ends on 28 February 2026, with no further options to extend. The Committee comprises Mayor, Cr Harriman, Deputy Mayor, Cr Gibson, Cr Howe and Cr Lund. The Committee most recently met on 11 September 2025 to discuss, among other things, the process to recruit a new independent chair, with the successful candidate to be appointed by Council resolution.

ANALYSIS

The independent chair supports the Committee's role to report to Council and provide appropriate advice, information and feedback on relevant matters in order to facilitate decision making by Council in relation to the discharge of its responsibilities including CEO performance objectives/monitoring and review process.

The TOR requires the composition of the Committee to include an independent person (Section 3.1.4), who is suitably qualified with appropriate professional experience in employment related matters and can assist the Committee to perform its role as detailed in the TOR. The independent chair is responsible for chairing meetings and overall coordination of the Committee to meet its objectives. The independent chair is entitled to be paid a fee commensurate with their skills and experience.

The recruitment process will be coordinated by the Executive Officer to the Committee (General Manager – Organisational Performance), with the shortlisting and interview process to be conducted by the Committee. The Committee will then make a recommendation to Council of a preferred candidate along with appointment term and fee structure, for consideration/adoption by Council.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
COMPLIANCE Legal requirements under the <i>Local Government Act 2020</i> are not met.	Low Rare x Minor	Compliance with Council adopted policies and the <i>Local Government Act 2020</i> mitigate the risk of non-compliance.
STRATEGIC A relationship breakdown between the Council and CEO.	Medium Unlikely x Moderate	Appointment of an independent chair assists ongoing effective relationship between Council and the CEO.

CONSULTATION

Not applicable.

COMMUNICATION

If adopted, the recruitment of the independent chair will be undertaken using Council's eRecruitment platform (Pulse) and advertised online.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community.

Social

Not applicable.

Cultural

Not applicable.

Health

Not applicable.

Environmental

Not applicable.

Economic

Not applicable.

Financial

The remuneration of an independent chair will be provided to Council for approval within the terms and conditions of appointment.

These costs, in addition to costs associated with the recruitment process are budgeted for within the operational budget.

Attachments

Nil

POLICY RENEWAL PROGRAM - POLICIES REQUIRING MINOR UPDATES/ENDING

PURPOSE

To provide two policies requiring minor updates for adoption by Council, and seek approval to end two policies that are no longer required.

EXECUTIVE SUMMARY

- Officers are completing a review of Council adopted policies to ensure they are current and continue to meet Council's needs.
- A number of policies requiring significant changes have been presented to Council individually as part of the review. However, four policies with suggested minor alterations or proposed as suitable for ending, are being presented together in this report to streamline the review process.
- Minor updates are proposed to the following two policies:
 - Subdivision of Residential or Rural Residential Properties Policy (draft at **Attachment 1**); and
 - Electronic Surveillance Policy (draft at **Attachment 2**).
- The following two policies are proposed to be ended, as they are no longer required:
 - Traralgon West Interim Infrastructure Development Policy; and
 - Parking Overlay – Collection of Financial Contribution Policy.
- Further information relating to the updates/endings reasoning can be found in the Analysis section of this report.
- The two updated policies will be made available on Council's website, and the two ended policies will be removed.

OFFICER'S RECOMMENDATION

That Council:

1. **adopts the following updated policies:**
 - a. **Subdivision of Residential or Rural Residential Properties Policy; and**
 - b. **Electronic Surveillance Policy;**
2. **ends the following policies:**
 - a. **Traralgon West Interim Infrastructure Development Policy; and**
 - b. **Parking Overlay – Collection of Financial Contribution Policy; and**

3. notes that Council's website will be updated to reflect the changes outlined in points 1 and 2.

BACKGROUND

An audit of Council adopted policies by the Governance Team is underway as part of the Policy Renewal Program to identify any that are outdated or requiring updates, concentrating on policies past their scheduled review date or up for review by the end of 2025.

In 2025 so far, eight policies have been approved by Council. Of these, six policies required significant review and there were two new policies. Further reports will be presented to Council as policies continue to be reviewed under the Policy Renewal Program.

ANALYSIS

Policies are established to set the direction for a particular service or position of Council. They may be a requirement of legislation or developed where a need has been identified that is not covered within existing Council strategic documents, industry guidelines or legislation.

The following table lists the policies that officers will be presenting for minor updates along with a summary of the changes that are proposed. These policies have also been updated to the new Council Policy template.

Policy Title	Adoption Date	Summary of Changes
Subdivision of Residential or Rural Residential Properties Policy (Attachment 1)	7 February 2011	<ul style="list-style-type: none">Reference to the Latrobe Planning Scheme, Urban Design Guidelines and Infrastructure Design Manual has been added.Further clarity and detail included on drainage and fencing requirements.
Electronic Surveillance Policy (Attachment 2)	2 August 2021	<ul style="list-style-type: none">Removal of twice-yearly reporting requirements to Council on new camera approvals, upgrades to existing cameras and any removed, as this is considered operational. Quarterly reporting to the General Manager Regional City Strategy and Transition remains, who would have the discretion to direct a report to the Executive Team or to Council if deemed necessary at any point.Movement of corporate CCTV procedural information from the Policy to the Operational Policy as a more appropriate location for that type of information.

Policy Title	Adoption Date	Summary of Changes
		<ul style="list-style-type: none"> Carve out of traffic and asset condition data collection from the Policy, due to the different nature and purpose of the data being collected.

The following table lists the policies proposed to be ended, along with an explanation of why they are no longer required.

Policy Title	Adoption Date	Reason for Revoking
Traralgon West Interim Infrastructure Development Policy	7 February 2011	<ul style="list-style-type: none"> At the 16 December 2025 Council Meeting, Council resolved to abandon Amendment C144 – Traralgon West Development Plan Overlay. This Amendment was prepared to place a formal Planning Scheme Amendment tool which would allow for the future development of the precinct. Council set a clear direction with the abandonment of the Amendment that they do not wish to pursue the future development of this precinct. Therefore, the existing zone provision will prevail, and development should be able to occur under this existing zoning.
Parking Overlay – Collection of Financial Contribution Policy	6 March 2017	<ul style="list-style-type: none"> Amendment C142 (Parking Overlay) implemented the recommendations of the Traralgon Car Parking Review 2023. As part of this Amendment, Council officers removed the requirement for a financial contribution for the waiver of car parking spaces.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
COMPLIANCE Policies are not compliant with legal requirements.	Medium <i>Possible x Minor</i>	Undertake scheduled reviews and update policies to ensure they remain consistent with legislation.
SERVICE DELIVERY Lack of clear direction in service delivery due to outdated or inaccurate policies.	Medium <i>Possible x Minor</i>	Undertake scheduled reviews and update policies to ensure they remain consistent with service delivery.
STRATEGIC Adopted policies are not reviewed and updated to reflect the strategic direction of Council.	Medium <i>Possible x Minor</i>	Undertake scheduled reviews and update policies to ensure they continue to be consistent with the strategic direction of Council.

CONSULTATION

There is no requirement for community consultation prior to the adoption or ending of the policies outlined in this report.

COMMUNICATION

Once adopted, the updated policies will be published on Council's website, and the ended policies will be removed from Council's website.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community.

Social

Not applicable.

Cultural

Not applicable.

Health

Not applicable.

Environmental

Not applicable.

Economic

Not applicable.

Financial

Not applicable.

Attachments

1. DRAFT Subdivision of Residential or Rural Residential Properties Policy
2. DRAFT Electronic Surveillance Policy

10.3

Policy Renewal Program - Policies Requiring Minor Updates/Ending

- 1 DRAFT Subdivision of Residential or Rural Residential Properties Policy 236
- 2 DRAFT Electronic Surveillance Policy..... 241



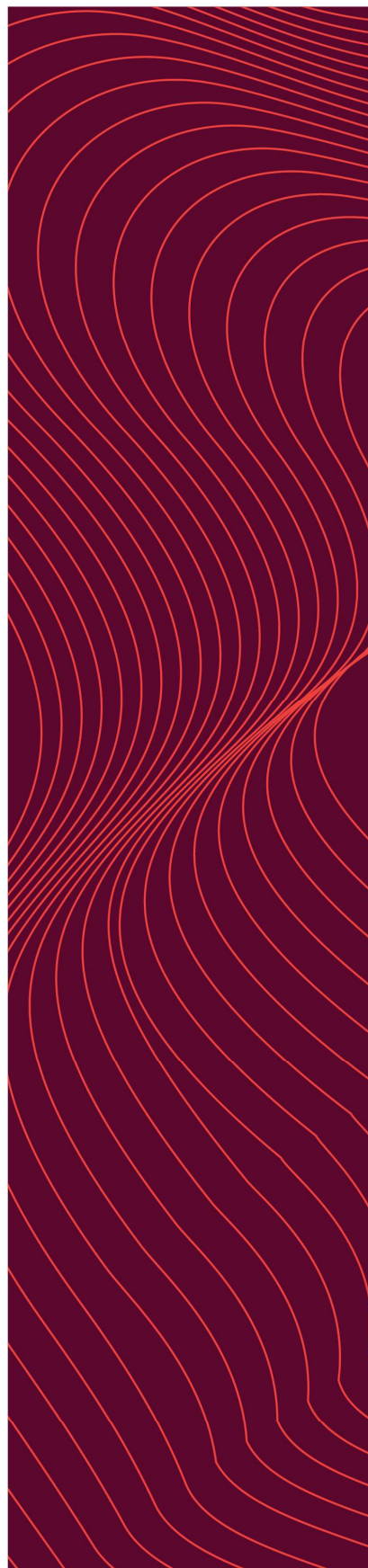
Subdivision of Residential or Rural Residential Properties Policy

Version no. 6

Approval date: 00/09/2025

Review date: 31/1/2024

DRAFT



Document control

Responsible GM	General Manager Regional City Planning and Assets	
Division	Regional City Planning and Assets	
Last updated (who and when)	Manager City Assets	2025

Document history		
Authority	Date	Description of change
Council	September 2025	Policy update and addition of reference to the Infrastructure Design Manual
References	Refer to section 8 and 9 of this policy	
Next review date	July 2027	
Published on website	Yes	
Document reference no.	2848577	

1. Background

The purpose of the Subdivision of Residential or Rural Residential Properties Policy is to ensure that the amenity of residential developments is enhanced by ensuring the provision of appropriate infrastructure and that roads, pavements, footpaths, drainage and other essential infrastructure are constructed to an appropriate standard.

2. Objectives

This policy is provided to clearly document Council's expectations for property owners, developers and contractors in the development of land for residential purposes. It aims to provide a consistent standard for the design and construction of infrastructure to service newly created residential properties. Further it will allow non-conforming works to be identified and measures taken to avoid compromising the safety, amenity, equity and efficiency of public infrastructure.

3. Scope

All approvals for urban and rural residential subdivisions shall contain conditions requiring the provision of infrastructure in accordance with the requirements of Clause 56 of the Latrobe Planning Scheme, the Infrastructure Design Manual (IDM), Council's Supplementary Requirements to the IDM, Council's Urban Design Guidelines and the following requirements:

3.1 Roads

That all new roads created by a residential subdivision be constructed to include a sealed surface.

All approvals for residential and rural residential subdivisions shall contain conditions requiring the main connecting road to be upgraded to an appropriate standard, if not already at that standard. Regard should be had to the planning scheme provisions. However, unless exceptional circumstances apply, a sealed road shall be required in the following circumstances:

- For all residential subdivisions of land zoned Mixed-Use Zone, Township Zone, Residential Growth Zone, General Residential Zone or Neighbourhood Residential Zone.
- Where a subdivision of land zoned Rural Living or Low Density Residential involves an internal road or increases the number of lots served by the connecting road by more than three lots.

Exceptional circumstances could include:

- The subdivision of the "last lot" in an otherwise fully subdivided precinct where no previous subdivision has been required to provide a sealed road.

The road layout within all residential subdivisions must provide for waste collection vehicles to carry out their functions while travelling in a forward-only direction. In accordance with recommendations made by the Coroner, waste collection vehicles must not be required to reverse or undertake three-point turns in a residential area.

3.2 Footpaths

Footpaths shall be provided along both sides of all urban residential streets, including around the full extent of courts. Footpaths shall be provided to the frontage of all urban residential lots.

Connective path links to existing paths must be provided as part of the subdivision works.

Cycling and walking facilities shall be provided in accordance with current town structure plans, cycling and walking strategies, the IDM, Council's Supplementary Requirements to the IDM, and Council's Healthy Urban Design Good Practice Guidelines.

3.3 Property Drainage

A stormwater property connection must be provided for each new residential lot.

3.4 Open Space

A condition of all residential subdivisions shall include the construction of fencing along all lot boundaries abutting open space areas.

All concrete and asphalt surfaced paths located in public open space areas within new residential subdivisions, shall be provided with public lighting in accordance with Australian Standard public lighting requirements.

3.5 Vehicle Crossings

Subdivisions in non-urban areas shall include the provision of an appropriately located vehicle crossing for each lot.

For traffic safety, where an abutting road has a sealed surface, all non-urban vehicle crossings shall be constructed with an all-weather sealed surface (asphalt or concrete), from the edge of the sealed road pavement for the first six metres of the vehicle crossing or to the property boundary, whichever is the lesser distance.

In urban areas, vehicle crossings shall only be constructed in residential developments at the time of subdivision, where the vehicle crossing location is relatively fixed due to narrow frontages or due to service or street furniture locations. To provide options for lot owners, vehicle crossings are not required to be constructed until lot development occurs and the lot owners final preferred location is known.

4. Principles of management

The responsibility to ensure the implementation, checking and supervision of the requirements of the IDM is vested in the Manager City Assets.

When exceptional circumstances are encountered or are proposed, it is a requirement that developers arrange to meet with Council engineering development staff to discuss these proposals. Any proposed changes or deviation from the standards set out in the IDM are to be signed off by the Manager City Assets, prior to implementation.

5. Accountability and responsibility

- Accountability and responsibility for this policy is outlined below.
- Council
- Responsibility to ensure this Policy is consistent with Latrobe City Council Strategic Direction and other Latrobe City Council Policy
- Responsibility for the decision to approve this Policy by Council Resolution
- Chief Executive Officer
- Overall responsibility for compliance with this policy
- Overall responsibility for enforcing accountability
- Overall responsibility for providing resources
- Overall responsibility for performance monitoring
- General Manager
- Responsibility for compliance with this policy
- Responsibility for enforcing accountability

Regional City Planning and Assets
Approved: 00/09/2025 | Review: 00/09/2029

- Responsibility for providing resources
- Responsibility for performance monitoring
- Manager
- Develop frameworks and procedures in compliance with this policy
- Enforce responsibilities to achieve compliance with frameworks and procedures
- Provide appropriate resources for the execution of the frameworks and procedures
- Employees, Contractors and Volunteers
- Participate where required in the development of frameworks and procedures in compliance with this policy.
- Comply with frameworks and procedures developed to achieve compliance with this policy.

6. Evaluation and Review

This policy will be reviewed on request of Council, in the event of significant changes to legislation applicable to the subject matter of the policy or, in any other case, during each Council term (generally four years).

7. Definitions

Include definitions of any words which are critical to the interpretation of the policy or whose meaning is distinguishable from common use/understanding.

IDM	Infrastructure Design Manual including Latrobe City Council’s addendum
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8. Related Documents

- Infrastructure Design Manual (Local Government Infrastructure Design Association, 2019)
- Latrobe City Council Urban Design Guidelines (Hansen Pty Ltd in association with Latrobe City Council, May 2019)
- Latrobe City Council Supplementary Requirements to the Infrastructure Design Manual (Latrobe City Council, March 2018)
- Healthy Urban Design Good Practice Guideline (Latrobe City Council, June 2008)

9. Reference Documents

Latrobe Planning Scheme.

10. Appendices

Nil.

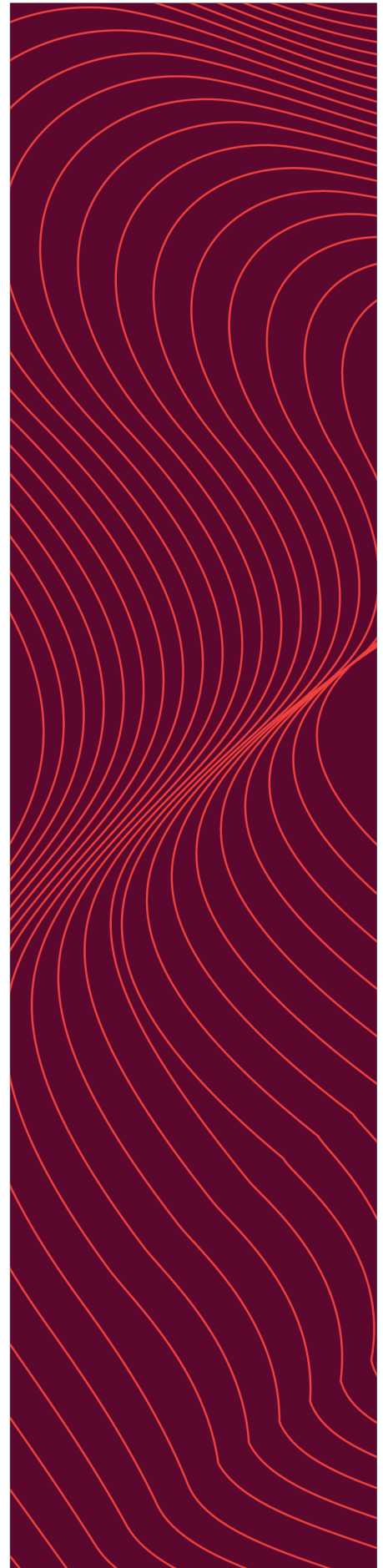


Electronic Surveillance Policy

Version no 4

Approval date:

Review date:



Document control

Responsible GM	Tim Ellis	
Division	Regional City Strategy and Transition	
Last updated (who and when)	Senior Compliance Officer	2025

Document history		
Authority	Date	Description of change
Council	07 Feb 2011	Adoption of Policy
Council	01 April 2019	Review and adoption of Policy
Council	02 August 2021	Review and adoption of Policy, including update of requirements for prior approved clubs and third-party systems, responsibilities, and associated forms and processes.
Council	xx September 2025	Review and update, including to reporting requirements, allowing approval of systems in exceptional circumstances not otherwise covered, transfer of some detail to the revised operational policy.
References	Refer to Section 8 and 9 of this Policy	
Next review date	August 2029	
Published on website	Yes	
Document reference no.	2238916	

1. Background

- 1.1. This Electronic Surveillance Policy (Policy) has been developed in the interests of contributing to public safety and/or the protection of Latrobe City Council (Council) staff and assets. The *Surveillance Devices Act 1999* and the *Privacy and Data Protection Act 2014* regulate the usage of electronic Surveillance Devices, including closed circuit television (CCTV), and how data collected through those devices is handled and stored.

2. Objectives

- 2.1. To provide the appropriate framework for the implementation, installation, data management and operation of electronic surveillance equipment by Council.
- 2.2. To ensure that Council's use of electronic surveillance is compliant with relevant legislation and aligned with community expectations.
- 2.3. To facilitate electronic surveillance capabilities that are sufficient and appropriate for protection of people and infrastructure/assets.

3. Scope

- 3.1 This Policy applies to all Council owned or operated surveillance systems excluding promotional/marketing footage captured for Council or at a Council event.
- 3.2 This Policy applies to all Council employees, contractors and volunteers.
- 3.3 This Policy does not apply to:
- (a) temporary or non-fixed electronic surveillance systems used to capture traffic data or asset condition data, which is to be managed under a separate procedure; and
 - (b) occupiers of Council sites utilising their own CCTV system, except for section 4.3.4 which applies to all such systems.

4. Principles of management

4.1. Types of Surveillance Systems

- 4.1.1. Council's electronic surveillance systems and devices fall into two main types:
- Public Safety CCTV Systems; and
 - Corporate Surveillance: includes but is not limited to permanent and temporary CCTV cameras/systems, body worn cameras, mobile duress alarms, and vehicle safety tracking devices on Council controlled vehicles.

4.2. Intent and Purpose

- 4.2.1. The intention of permanent and temporary placement and use of surveillance systems may be to:
- protect people and infrastructure through real time monitoring.
 - enhance public safety through deterring unwanted behaviour and provide support in emergencies or active threat situations.
 - facilitate effective management of Council services and facilities .

- assist in the investigation of and response to crimes against Council assets or personnel or other serious incidents.

4.3. Approval of Surveillance Systems/Devices

4.3.1. The Chief Executive Officer (CEO) is authorised to approve, disapprove or revoke the use/implementation of surveillance systems/devices.

4.3.2. The following parameters apply when considering what will be approved:

- the proposed surveillance is for a legitimate Council objective or function and consistent with applicable laws;
- the intended purpose is consistent with this Policy;
- alternatives to surveillance have been considered;
- for Public Safety CCTV Systems, consultation has occurred with affected communities, key stakeholders and Law Enforcement Agencies, including but not limited to, Victoria Police which would have direct access to the system pursuant to section 4.6.1 of this Policy;
- for Corporate CCTV Systems, consultation has occurred with affected stakeholders (e.g. staff, patrons, clubs at recreation reserves etc.);
- the impacts on privacy and whether the proposed surveillance is a fair response to the issue or risk being addressed, including whether visual and/or audio capability is appropriate;
- how the surveillance information and data will be kept secure and protected from inappropriate use or disclosure;
- costs (for the establishment, operational and replacement costs i.e. whole of life-cycle costs for an average ten-year cycle) and benefits; and
- how the effectiveness of the surveillance activity will be measured.

4.3.3. The following will not be approved:

- the use or placement of dummy cameras;
- the use of drones for surveillance activities;
- the placement of Surveillance Devices within toilets, washrooms, change rooms or the like;
- audio capability on Corporate CCTV Systems unless there are exceptional circumstances, i.e. where it provides high impact in terms of personal safety or asset protection, and an assessment of privacy impact supports its use; or
- any device that does not meet the requirements of this Policy, unless in exceptional circumstances with CEO approval.

4.3.4 Occupiers of Council sites under lease or licence that are operating their own CCTV system must enter a written agreement with Council, which will include a requirement to comply with the Information Privacy Principles under the *Privacy and Data Protection Act 2014* and relevant legislation. The agreement will also include maintaining an access/extraction/disclosure register, signage, and completing appropriate training prior to use. Management of these systems may be subject to periodic review by Council officers, and if they do not comply, Council may remove the users' system.

4.4. Signage

- 4.4.1. Where electronic surveillance is occurring, appropriate notification will be provided to indicate that the area or activity is being observed or recorded.
- 4.4.2. For fixed location surveillance (such as CCTV and dashcam), signage will be installed and maintained to comply with relevant Australian Standards in force from time to time and must comply with the following requirements:
- Signs will be placed at each main point of access to the surveillance coverage area.
 - Organisational guidelines on sign content, layout and any other requirements must be followed. Signs will be prepared so as to be easily understood by members of the public, including people who are from non-English speaking backgrounds. This should include by use of a mix of worded text and symbols.
 - Where CCTV with audio capability is operating, this must be clearly indicated on the signage within that area.
 - Signs will be clearly visible, distinctive and located in areas with good lighting, placed within normal eye range and large enough so that any text can be read easily. Footpath marking with the camera symbol only may also be used in public areas.
 - Signs will identify the organisation/owner of the system undertaking surveillance.
 - Signs will direct persons with queries about the system to contact Council using the 1300 367 700 number.
 - Signs will be checked regularly for damage and theft, and replaced where required.
- 4.4.3. The location or placement of any non-fixed Surveillance Devices will not be required to have signage. Notification will be provided via other suitable means, such as a verbal statement by Council officer where possible to do so (e.g. safety risks might mean it is not possible to provide such notification) and through information available within this Policy and otherwise available on Council's website.
- 4.4.4. Where electronic surveillance is no longer occurring, all signage and equipment must be removed as soon as practicable.

4.5. Data Security

- 4.5.1. Data collected, in accordance with the intention of this Policy, is not collected for the purpose of public access to the data.
- 4.5.2. For Corporate CCTV systems, the surveillance data on digital media will be retained for 31 days unless otherwise downloaded for permitted administrative use, legal reasons or as required by a Law Enforcement Agency.
- 4.5.3. Unless otherwise required by a Law Enforcement Agency or by law, all surveillance camera footage is temporary and will be destroyed when the relevant administrative use has concluded.
- 4.5.4. Data collected by any surveillance system for the purposes of enforcement shall be stored securely in a centralised location. Any evidence obtained and retained for the purposes of enforcement shall be collected, managed and stored in accordance with the *Evidence Act 2008*.

- 4.5.5. Council will ensure that its record keeping practices comply with the Public Records Office Standards for the management of public records, Public Records Office Specifications and the *Public Records Act 1973*.
- 4.5.6. Where footage has been provided to a Law Enforcement Agency, it will be the Law Enforcement Agency's responsibility to retain the records/footage in accordance with the disposal authority that covers that Law Enforcement Agency's functional responsibilities.
- 4.5.7. Where footage is to be provided to a third party that is not a Law Enforcement Agency outside of a legislative process such as freedom of information or subpoena, Council will specify any terms on which the footage is being provided.
- 4.6. Direct Access to Public Safety CCTV Systems by Law Enforcement Agencies**
- 4.6.1. Where the CEO has approved the installation of a Public Safety CCTV System, Victoria Police will be given direct access to it. However a written agreement for management of that access must be in place prior to implementation of the system.
- 4.6.2. The agreement will cover:
- obligations and responsibilities of Council and Victoria Police;
 - ownership of the surveillance system and the data it generates; and
 - oversight and review mechanisms, including how Council will be assured that Victoria Police is using and managing the information provided appropriately.
- 4.6.3. No agreement will be entered into with any other Law Enforcement Agency for direct access to a Public Safety CCTV System unless approved by the CEO in exceptional circumstances.
- 4.7. Access to Data**
- 4.7.1. Access to and use and disclosure of captured data from a surveillance system shall be in accordance with the *Privacy and Data Protection Act 2014*.
- 4.7.2. Access will generally be in the form of retrospective review after an incident; however, in relation to Corporate CCTV Systems passive monitoring will be undertaken as considered necessary taking into account the purpose of the particular System.
- 4.7.3. Access to Corporate Surveillance System data collected shall be restricted to authorised users, being the following:
- CEO;
 - Public Interest Disclosure Coordinator and Officers;
 - Privacy Officer;
 - Freedom of Information Officer;
 - A member of Council staff authorised as per the relevant operational policy or procedure;
 - a Contractor, but only in the absence of a member of Council staff being qualified or available to access the data and only to the extent specified and authorised by the Manager Governance; and
 - any external person conducting an internal investigation or audit, as approved by the Manager Governance, involving suspected unlawful activity or claim against Council.
- 4.7.4. A Corporate CCTV System Access, Extraction and Disclosure register will be maintained, with each access registered as to why data was accessed and by whom. The register will

be regularly reviewed by authorised users and Governance, as per responsibilities under section 5.

- 4.7.5. Access must not be through a generic or shared user login.
- 4.7.6. Equipment used to capture and store surveillance data will be stored in a way that to the extent practicable, prevents the risk of unauthorised access, tampering or data theft.
- 4.7.7. Any request for access to data by a third party, other than a Law Enforcement Agency, is to be made through Council's Freedom of Information process or via other CEO approved internal processes as appropriate.

4.8. Related Operational Policies and Procedures

- 4.8.1. An operational policy will be in place for Corporate CCTV Systems together with a procedure for each other type of Surveillance Device, which will be consistent with the requirements of this Policy. These documents will be provided to system users and reviewed periodically.
- 4.8.2. Council's Information Technology (IT) Department will provide site and system specific training and information to authorised users.

4.9. Inappropriate Use and Complaint Handling

- 4.9.1. Council officers who work with surveillance systems are to comply with the requirements of this Policy.
- 4.9.2. Where a Council officer is in breach of this Policy, there will be an internal review and appropriate action will be taken in accordance with the Staff Code of Conduct.
- 4.9.3. Any public complaints or requests in relation to any aspect of a surveillance system relating to Council should be made in writing to:

Latrobe City Council

PO Box 264

Morwell VIC 3840

Or by email at: latrobe@latrobe.vic.gov.au

- 4.9.4. All complaints will be handled in line with the *Complaints Handling Policy*, available on Council's website.
- 4.9.5. Any member of the public that is dissatisfied with the outcome of their complaint to Council also has the right to complain to the Victorian Ombudsman using the following contact details:

Victorian Ombudsman

Level 2/570 Bourke Street, Melbourne Victoria 3000

Email: ombudvic@ombudsman.vic.gov.au

Phone: 1800 806 314

Website: <https://www.ombudsman.vic.gov.au>

A complaint in relation to a breach of the Information Privacy Principles can be made to the Office of the Victorian Information Commissioner using the following contact details:

Office of the Victorian Information Commissioner

PO Box 24274, Melbourne VIC 3001

Email: enquiries@ovic.vic.gov.au

Phone: 1300 006 842

Website: <https://ovic.vic.gov.au>

5. Accountability and responsibility

Accountability and responsibility for this Policy is outlined below.

5.1 Council

- Responsibility to ensure this Policy is consistent with Council's Strategic Direction and other Council policies.
- Responsibility for the decision to approve this Policy by Council Resolution.

5.2 Chief Executive Officer

- Overall responsibility for:
 - compliance with this Policy;
 - enforcing accountability;
 - providing resources; and
 - performance monitoring.
- Approves the use of Electronic Surveillance Devices.
- Approves the outsourcing of Electronic Surveillance Devices.

5.3 General Manager

- Responsibility for:
 - compliance with this Policy;
 - enforcing accountability;
 - providing resources; and
 - performance monitoring.

5.4 Governance

- Responsibility to ensure this Policy is reviewed in accordance with the requirements as set.
- Recommends the inclusion of an audit on Electronic Surveillance in the ongoing *Internal Audit Plan*.
- Develops and maintains the Corporate CCTV System Operational Policy.
- Ensures training and support is provided to staff prior to access to Corporate CCTV Systems being authorised.
- Manages the Corporate CCTV register.
- Prepares and provides reporting, evaluation and audit of Corporate CCTV Systems and system management.
- Manager Governance authorises access to Corporate Surveillance System data, including members of staff, contractors and internal investigators/ auditors.

5.4 Information Technology Services

- Evaluates all requests for surveillance equipment compliance in accordance with the *IT Security Framework*.
- Manages security, maintenance, upgrade and repair of Corporate CCTV Systems, Surveillance Devices and data.
- Provides a central register of Corporate CCTV System data extracted in accordance with this Policy and with the *Records Management Policy*.
- Provides and maintains Corporate CCTV System access and training for authorised users.

5.4 Authorised Users

- Adherence to this Policy and the relevant Operational Policy and/or procedure.
- Compliance with relevant legislation.
- Monitoring of systems in accordance with the relevant Operational Policy and/or procedure.
- Use of Corporate CCTV System Access, Extraction and Disclosure register.
- Contribute to regular review and reporting, and periodic evaluation, of Electronic Surveillance systems within their remit.
- Regular inspection of Corporate Surveillance Systems/Surveillance Devices for damage, theft and proper operation.

5.5 Users of approved non-Council CCTV Systems

- Compliance with section 4.3.4 of this Policy and the agreement entered into pursuant to that section.

5.6 Employees, Contractors and Volunteers

- Participate where required in the development of frameworks and procedures in compliance with this policy.
- Comply with frameworks and procedures developed to achieve compliance with this policy.

6. Evaluation and Review

6.1. Evaluation

- 6.1.1. Ongoing evaluation and regular reporting of the surveillance system against the objectives and purpose of the system, and against documented performance standards annually.
- 6.1.2. Public Safety CCTV Systems will be evaluated in accordance with the written agreement in place with Victoria Police.
- 6.1.3. Corporate Surveillance Systems will undergo periodic audits with appropriate action plans to be formulated to address any deficiencies. Audits may include independent audits, and self-audits.

6.2. General Reporting

- 6.2.1. Public Safety CCTV Systems will be reported on in accordance with the written agreement in place with Victoria Police.

- 6.2.2. A report will be provided to the General Manager Regional City Strategy and Transition quarterly to assist in the identification of any suspicious or inappropriate use of Corporate Surveillance Systems/Devices. This report will contain:
- the number of incidents requiring review of surveillance data;

how many times footage has been downloaded or copied and the reasons for this action (obtained from Access, Extraction and Disclosure Register and system activity logs where available);

the number of requests for footage;

the number of complaints;

how many times footage has been released, to whom, for what reason, and who authorised the release; and

a summary of maintenance issues.
- 6.3. Review Cycle
- 6.3.1. It is recognised that, from time to time, circumstances may change leading to the need for minor administrative alterations to this Policy. Where an update does not materially alter this Policy, such a change may be made administratively. Examples include updating to the latest style/template for policies, a change to the name of a Council department or applicable responsible position, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact.
- 6.3.2. Any change or update which materially alters this Policy must be by resolution of Council.
- 6.3.3. This Policy will be reviewed and updated at least once every four years, unless one of the following occurs first:

significant changes to legislation applicable to this Policy; or

upon request of Council.

7. Definitions

In this Policy

Authorised User	Council officers and other individuals listed at paragraph 4.7.3.
Body Worn Cameras	A wearable audio, video or photographic Surveillance Device.
Corporate Surveillance System	Where one or more Surveillance Devices are used to monitor facilities that include Public Places such as Council offices, pools, libraries, performing arts centres and waste management facilities and includes Body Worn Cameras, mobile duress alarms and vehicle tracking devices.
Corporate CCTV System	Council owned or managed closed-circuit television system operating in and around Council facilities.
Complaint	An expression of dissatisfaction with a specific action or service of a public body, including the failure by a public body to comply with its public service charter or mission.

Complaint handling process	The way individual complaints are dealt with by a public body including the policy, procedures, practices and technology.
Council	Latrobe City Council.
Disclosure	Access to and disclosure of surveillance data to third parties (including unauthorised Council officers).
Law Enforcement Agency	Means any agency (including a regulatory agency) that is charged under applicable law with the enforcement of legislation of the State of Victoria or the Commonwealth of Australia.
Passive monitoring	Where surveillance monitors are intermittently viewed by operators.
Public Place	<p>In accordance with the <i>Summary Offences Act 1966</i>, a public place includes:</p> <ul style="list-style-type: none"> any public highway, road, street, bridge, footway, footpath, court, alley, passage or thoroughfare even if it is on private property any park, garden reserve or other place of public recreation or resort any railway station, platform or carriage any public vehicle available for hire any government school any market. <p>For the purposes of this Policy, this definition also includes places owned, managed or controlled by Latrobe City Council to which the public are permitted to have access, such as Council offices and other buildings and locations, including sport, leisure and recreation facilities.</p>
Public Safety CCTV System	Where one or more Surveillance Devices are used to discourage and detect antisocial and criminal behaviour in Public Places. Victoria Police can have direct access to monitor and review footage from these systems.
Surveillance Device	<p>In accordance with the <i>Surveillance Devices Act 1999</i>, surveillance devices include the following:</p> <ul style="list-style-type: none"> Data Surveillance Devices Listening Devices Optical Surveillance Devices (visually records or observes an activity) Tracking Devices (including vehicle tracking and mobile man-down alarms) Body Worn Cameras

8. Related Documents

- *Privacy Policy*

Regional City Strategy and Transition
Approved: September 2025 | Review: September 2029

- *IT Security Framework*
- *Records Management Policy*
- *Corporate CCTV Systems Operational Policy*
- *Body Worn Video Camera Procedure*
- *Mobile Duress Alarm Procedure*

9. Reference Documents

- *Security and Privacy of Surveillance Technologies in Public Places – Victorian Auditor-General's Office - September 2018*
- *Closed Circuit Television in Public Places – Guidelines - Victorian Ombudsman – November 2012*
- *Guidelines to surveillance and privacy in the Victorian public sector – Commissioner for Privacy and Data Protection – May 2017*
- *Guide to developing CCTV for Public Safety in Victoria – Department of Justice and Regulation – June 2018*
- *Surveillance Devices Act 1999*
- *Summary Offences Act 1966*
- *Evidence Act 2008*
- *Privacy and Data Protection Act 2014*
- *Charter of Human Rights and Responsibilities Act 2006*
- *Freedom of Information Act 1982*

URGENT BUSINESS

11. URGENT BUSINESS

Business may be admitted to the meeting as urgent business in accordance with clause 20 of the Governance Rules, by resolution of the Council and only then if it:

- 20.1 Relates to or arises out of a matter which has arisen since distribution of the agenda; and
- 20.2 Cannot reasonably or conveniently be deferred until the next Council meeting.

REPORTS FOR NOTING

12. REPORTS FOR NOTING

Item Number 12.1 22 September 2025

Community Health and Wellbeing

2024–2025 EVENTS AND VISITOR ECONOMY OUTCOMES

PURPOSE

To provide Councillors with a strategic overview of the performance of the Major Events Attraction Program during the 2024 – 2025 financial year, highlighting economic impact, overnight visitation, and community participation.

EXECUTIVE SUMMARY

- 23 major events were supported or delivered through the Major Events Attraction Program (MEAP) between July 2024 and June 2025.
- These events attracted over 27,000 attendees, delivering strong local and regional engagement.
- The combined economic impact (EI) generated was \$23.5 million, demonstrating significant return on Council's strategic investment. For a full list of all events supported and their ROI please refer to **Attachment 1**.
- Events generated more than 42,000 bed nights, contributing to the growth of the visitor economy.
- Council's average Return on Investment (ROI) across MEAP-funded events was \$75 for every \$1 invested.
- Top-performing events included:
 - Henselite Victorian Bowls Open – \$4.3 million EI, \$166:\$1 ROI, 9,586 bed nights (highest generator).
 - Australian Club Championships Inline Hockey – \$2.9 million EI, \$294:\$1 ROI, 4,840 bed nights.
 - AGL Loy Yang Traralgon Junior International - \$2.9 million EI, \$107:\$1 ROI, 5690 bed nights.
 - Lions Australia Convention – \$2.5 million EI, \$128:\$1 ROI, 6,077 bed nights.
- In addition to the events supported through the MEAP, Council supported more than another 500 community run events with Event Permitting Administration and through the provision of equipment and advice.
- The Major Events Community Grants supported another five major events with \$30,000 of support. These events combined delivered an economic impact of over \$5.5 million, 3675 bed nights and attracted over 15,000 attendees.

- Council also directly delivers the International Rose Garden Festival (IRGF). This event now in its 8th year, attracts over 5000 visitors, and delivers \$1.1million in economic impact. The IRGF has a total cost to Council of \$120,000 and is delivered at a total cost of \$205,000 with support from a range of sponsors.
- These outcomes demonstrate Latrobe City's growing reputation as a premier regional destination for hosting major events and confirm alignment with the strategic priorities of the Events and Visitor Economy Strategy.

OFFICER'S RECOMMENDATION

That Council receives for noting the outcomes of the 2024 – 2025 major events program.

BACKGROUND

During FY 2024 – 2025, Latrobe City delivered and supported a vibrant calendar of 23 major events through the MEAP, attracting over 27,000 attendees and delivering an estimated 42,000 bed nights across the municipality.

The total economic impact exceeded \$23.5 million, reflecting the program's role in driving significant visitor spend and increasing overnight visitation. For every \$1 invested, an average \$75 was returned to the local economy.

The Events and Visitor Economy Strategy 2024 – 2028, adopted in August 2024, continues to guide investment decisions, ensuring events strengthen Latrobe City's competitive position, enhance community participation, and deliver sustainable economic growth. As the region transitions from its traditional industrial heritage toward a more diversified and resilient future, major events remain a key driver in shaping Latrobe City's identity and supporting broader visitor economy objectives.

ANALYSIS

Latrobe City's Major Events Attraction Program continues to deliver significant economic and social benefits, leveraging the municipality's high-quality sporting infrastructure to attract a growing number of state and national-level competitions.

Dominance of sporting events

A key trend emerging from FY 2024 – 2025 is the increased proportion of sporting events in Latrobe City's major events portfolio. This reflects Council's strong investment in premium sporting infrastructure that enables the hosting of high-profile state, national, and in some cases international events. Growth has been particularly notable across:

- Tennis – Continued success in attracting elite tournaments, including the ITF Junior International and other nationally ranked competitions.
- Basketball – Increased demand in attracting international and national events, including the Australia Boomers FIBA Asia Cup Qualifiers held in February 2025 and our growing multi-year partnership with the South-East Melbourne Phoenix, which will see a double-header delivered in December 2025.
- Lawn Bowls – The Henselite Victorian Bowls Open continues to deliver the highest economic impact of any single event, generating \$4.3 million EI, \$166:\$1 ROI and 9,586 bed nights, confirming its role as a flagship event for the region.

Sporting events now account for approximately 87% of MEAP-supported activity which is a direct reflection of the calibre of sporting infrastructure within Latrobe City.

This dominance brings strategic advantages:

- High visitation & bed nights – Multi-day sporting events draw competitors, officials, families, and supporters, driving extended stays and increased visitor spend.
- Wide audience appeal – National sporting events attract diverse audiences and broad media attention, raising the profile of Latrobe City as a competitive events destination.
- Repeatable growth – Relationships with peak sporting bodies enable long-term event retention and predictable outcomes for investment returns.

Challenges for broader event diversity

While sporting events have driven strong economic performance, non-sporting events such as business conferences, cultural programs, and general lifestyle festivals have been less prevalent in recent years. These events remain strategically important as they:

- Showcase Latrobe's cultural assets, visitor attractions, and creative industries.
- Broaden the range of experiences promoted to visitors.
- Support growth in creative tourism and encourage return visitation.

Council will continue to explore opportunities to grow business, cultural, and varietal events as part of a more balanced event portfolio, while recognising that the dominance of sporting events is likely to continue in the short to medium term. It is also important to note that excluded from this report and our major event statistics are the many cultural and entertainment events that occur across the Creative Venues, in particular at the Gippsland Performing Arts Centre and Latrobe Regional Gallery, which drive significant economic and social outcomes for the region. These venues have their own strategic priorities and budget for program delivery.

Increasing competition and funding pressures

Latrobe City operates in an increasingly competitive market, with other regional centres proactively bidding for the same tier-one and tier-two sporting events. To retain and grow our share of these high-value events, Council is facing upward pressure on funding requests, particularly from major partners in tennis and lawn bowls, where:

- High-profile events have sought significant uplifts in sponsorship support to remain in Latrobe.
- Competing regions are offering larger financial incentives alongside new or upgraded sporting facilities.
- Event retention negotiations increasingly require multi-year commitments to secure hosting rights.

Continued investment in both event funding and venue infrastructure will be required to ensure that Council maintains flagship events that underpin our current success in the major events market. Maintaining competitiveness may require:

- Targeted funding increases for strategic, high-profile events.
- Ongoing capital investment in sporting infrastructure to meet evolving national standards and stakeholder expectations.
- A refined event acquisition strategy that prioritises high-return events while balancing the overall event portfolio.

Strategic Implications

The current performance of the MEAP highlights two key considerations for Council:

1. Maximising economic returns – Sporting events continue to deliver the strongest measurable impact but require sustained funding to retain.
2. Diversifying the event mix – Growing non-sporting events will enhance the city's cultural profile, showcase local attractions, and strengthen year-round tourism appeal.

A strategic focus on these areas will ensure Latrobe City continues to position itself as a leading regional destination for major events while supporting the broader objectives of the Events and Visitor Economy Strategy 2024 – 2028.

RISK ASSESSMENT

RISK	RISK RATING	TREATMENT
STRATEGIC Major event negatively impacts on the reputation of Latrobe City Council as an events destination.	Low <i>Unlikely x Minor</i>	TAMEAC consideration of event proposals and assessments. Strict oversight of operations and arrangements by Council officers.
STRATEGIC Proportion of sporting events in relation to other broader appeal style of events.	Low <i>Unlikely x Minor</i>	Ensuring funding allocations are made available to secure non-sporting events emerge. Funding not exhausted on sporting events.

CONSULTATION

Preparation of this report has drawn on data and insights provided by event organisers and internal Council teams. Ongoing consultation with stakeholders will continue to inform the delivery of the Events and Visitor Economy Strategy 2024 – 2028 and guide future investment in major events.

COMMUNICATION

All major events delivered in 2024 – 2025 were supported by extensive marketing and community engagement activities, undertaken in conjunction with event organisers and Council officers. These activities played a key role in driving attendance, promoting Latrobe City as a destination, and ensuring strong community awareness and participation.

DECLARATIONS OF INTEREST

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 2020*.

APPENDIX 1 IMPACT ASSESSMENT

Gender

A Gender Impact Assessment (GIA) under the *Gender Equality Act 2020* has not been conducted as this matter does not involve a program, service or policy with a significant and direct impact on the community.

Social

Hosting major events enhances and boosts civic pride and Latrobe's reputation as a premiere events destination.

Cultural

Major events are promoted to all backgrounds and various community groups to encourage a diverse mix of delegates.

Health

Hosting major events provides the opportunity for the local community to experience high profile events which have an impact on overall community health and wellbeing.

Environmental

Major events are held in accordance with sustainable practices that recognise and respect the local environment.

Economic

Economic impact assessments were prepared in accordance with the State Government's formula and applied consistently across the 2024 – 2025 period. Refer to attachment 1 for an itemised summary of the major events, noting Council investment listed in this sheet include the venue costs and other kind support provided to events in addition to the sponsorship fee.

Financial

Event funding was covered under the Major Events Attraction Budget 2024 – 2025.

Attachments

1. 2024 - 2025 Major Events Attraction Program Summary

12.1

2024–2025 Events and Visitor Economy Outcomes

1	2024 - 2025 Major Events Attraction Program Summary	264
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2024 - 2025 Major Events Attraction Program Summary

Date	Event Name	Venue	Town	Attendance	Economic Impact	Council Investment	ROI	Bed Nights
16 - 21 April 2025	Australian Club Championships Inline Hockey	Stadium 34	Moe	1,415	\$ 2,941,963.00	\$ 10,000.00	\$ 294.20	4840
10 - 11 August 2024	Swimming Victorian Country Short Course Championships	GRAC	Traralgon	1,313	\$ 1,176,011.23	\$ 4,300.00	\$ 273.49	2170
7 - 11 April 2025	National Hopes Camp and Challenge (Table Tennis Aus)	GRISS	Traralgon	446	\$ 1,052,451.29	\$ 5,000.00	\$ 210.49	2376
21 - 30 March 2025	Henselite Victorian Open (Bowls)	Various	Various	2,320	\$ 4,336,775.04	\$ 26,000.00	\$ 166.80	9586
12 - 13 April 2025	Table Tennis Australia Tour Victoria	GRISS	Traralgon	828	\$ 702,899.02	\$ 5,000.00	\$ 140.58	1368
29 April - 5 May 2025	Lions Australia Convention	GRISS and GPAC	Traralgon	1,167	\$ 2,567,577.34	\$ 20,000.00	\$ 128.38	6077
8 - 17 January 2025	AGL Loy Yang Traralgon International	Traralgon Tennis Club	Traralgon	2,064	\$ 2,988,602.94	\$ 27,824.00	\$ 107.41	5690
25 May 2025	Pro MX Round 4 - Motocross	Traralgon Motorcycle Club	Traralgon South	3436	\$ 1,840,949.54	\$ 24,000.00	\$ 76.71	2705
4 - 6 December 2024	National Outdoor Education Conference	Federation University	Churchill	591	\$ 609,251.71	\$ 9,000.00	\$ 67.69	1130
13 - 14 July 2024	Baseball Victoria U16 State Winter Championships	Various	Various	598	\$ 510,571.64	\$ 7,726.00	\$ 66.08	972
19 - 20 October 2024	Football Victoria Boys and Girls Soccer Championships	Harold Preston Reserve	Traralgon	1,209	\$ 619,761.66	\$ 12,518.00	\$ 49.51	543
19 - 23 February 2025	Australian Boomers FIBA Asia Cup Qualifiers	GRISS	Traralgon	4,833	\$ 1,180,950.02	\$ 26,144.00	\$ 45.17	497
22 - 25 September 2024	Victorian Teachers Games	Various	Various	1,123	\$ 906,094.85	\$ 25,914.00	\$ 34.97	1957
15 - 16 March 2025	Badminton Victoria U15 & U19 Silver Tournament	GRISS	Traralgon	314	\$ 254,445.08	\$ 7,741.00	\$ 32.87	448
7 - 9 June 2025	Table Tennis Victorian Country Championships	GRISS	Traralgon	307	\$ 381,852.63	\$ 13,853.00	\$ 27.56	802
5 - 6 April 2025	Table Tennis Victoria Open Veterans	GRISS	Traralgon	599	\$ 221,547.14	\$ 10,801.00	\$ 20.51	228
16 - 21 March 2025	Bowls Australia Jackaroos Para and Open Trial Camp	GRISS	Traralgon	49	\$ 99,759.56	\$ 5,000.00	\$ 19.95	196
7 - 8 November 2024	Latrobe City Win Network Traralgon Pro Am Classic	Traralgon Golf Club	Traralgon	979	\$ 283,919.03	\$ 15,000.00	\$ 18.93	238
1 December 2024	Latrobe Valley Racing Club Traralgon Cup	Glennview Park	Traralgon	475	\$ 91,912.50	\$ 4,950.00	\$ 18.57	0
11 January 2025	NBL In Season Match: SEM Phoenix vs Brisbane Bullets	GRISS	Traralgon	3,118	\$ 658,869.07	\$ 45,211.00	\$ 14.57	112
1 - 3 November 2024	Halloween at Haunted Hills Shimano Shred & Flow Mountain Biking	Haunted Hills Mountain Bike Park	Hernes Oak	367	\$ 86,777.28	\$ 7,320.00	\$ 11.85	69
9 - 10 August 2024	Esports Latrobe Cup	Little Theatre & Traralgon Town Hall	Traralgon	Data not provided		\$ 10,700.00	Data not provided	
13 April 2025	Rumble Roadshow Skateboarding Event	Moe Skate Park	Moe	Data not provided		\$ 5,950.00	Data not provided	
TOTAL				27,551	\$ 23,512,941.57	\$ 313,302.00	\$ 75.05	42,004

13. QUESTIONS ON NOTICE

Nil reports

ITEMS FOR TABLING

14. ITEMS FOR TABLING

Nil reports

**MEETING CLOSED TO
THE PUBLIC TO
CONSIDER
CONFIDENTIAL
INFORMATION**

15. MEETING CLOSED TO THE PUBLIC TO CONSIDER CONFIDENTIAL INFORMATION

Section 66 of the *Local Government Act 2020* enables Council to close the meeting to the public to consider *confidential information* as defined in that Act.

Proposed Resolution:

That Council pursuant to section 66(1) and 66(2)(a) of the *Local Government Act 2020* (the Act) close the Council Meeting to the public to consider the following items containing confidential information as defined in section 3(1) of the Act:

- 15.1 Gippsland Logistics and Manufacturing Precinct - Bridging Finance & CEO Delegation**
This item is confidential as it contains private commercial information, being information provided by a business, commercial or financial undertaking that—
(i) relates to trade secrets; or
(ii) if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage (section 3(1)(g)). This ground applies because Relates to Council property development.
- 15.2 LCC-884 Footpath Replacement Program**
This item is confidential as it contains Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released (section 3(1)(a)) and private commercial information, being information provided by a business, commercial or financial undertaking that—
(i) relates to trade secrets; or
(ii) if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage (section 3(1)(g)). These grounds apply because Releasing this information publicly and/or prematurely may prejudice the undertaking of this process and would release private commercial information of the tenderers that may cause disadvantage.

- 15.3 LCC-885 Reconstruction of Loch Park Road - Stage 2**
This item is confidential as it contains Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released (section 3(1)(a)) and private commercial information, being information provided by a business, commercial or financial undertaking that—
- (i) relates to trade secrets; or**
 - (ii) if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage (section 3(1)(g)).** These grounds apply because Releasing this information publicly and/or prematurely may prejudice the undertaking of this process and would release private commercial information of the tenderers that may cause disadvantage.