



# Morwell Activity Centre Plan Fact Sheet

Planning Scheme  
Amendment C137

## What is the project?

The Morwell Activity Centre Plan (MACP) is a visionary document used to guide and facilitate growth and development within the Primary Activity Centre of Morwell over the next 15 to 20 years. Morwell is the last of Latrobe City's four main towns to have an activity centre plan prepared.

The MACP will guide changes to land use, built form and public spaces that together can achieve economic, social and environmental objectives for the centre.

Activity Centre Plans can help by:

- Providing greater certainty to the local community and investors about its expectations for the future form of development in its activity centres;
- Managing change to ensure activity centres are attractive, vibrant areas to live, work and shop;
- Ensuring economic and social vitality of the area; and
- Making the best use of council resources and focus council investment to best serve the community.

The key directions for the MACP are as follows:

- 1 Defining the role of Morwell Activity Centre
- 2 Unlocking investment opportunity
- 3 Creating streets and public spaces for everyone
- 4 Telling the story of Morwell
- 5 Appropriately managed car parking

## WHAT DOES THE AMENDMENT DO?

The amendment proposes to implement the land use and development directions from the Morwell Activity Centre Plan background reports and Morwell Activity Centre Plan (Latrobe City Council, 2022).

The Morwell Activity Centre Plan (MACP) forms the basis of the amendment which will guide future decision making as it relates to planning and design matters in the MAC. Generally, the amendment introduces new zones, overlays and local planning policy into the Latrobe Planning Scheme to improve clarity and certainty for stakeholders about the role of the MAC in delivering increased housing, retail and employment opportunities.

## AIMS OF THE PLAN

- Plan for and develop a shared vision for the Morwell Activity Centre;
- Identify the type and scope of change projected over time;
- Help manage, influence and facilitate change within the Morwell Primary Activity Centre;
- Build upon the community's desire to reactivate and redefine the Morwell Primary Activity Centre to be complementary, rather than competitive to the Mid Valley Shopping Centre; and
- Build upon the strategic work already completed for Morwell, such as the *Morwell Structure Plan* and *Future Morwell*, consolidating work and filling gaps to ensure the sustainable development of the Morwell Town Centre over the next 15 years.

## THE PROCESS SO FAR...

### STAGE ONE (2019–2020)

- Research
- Data collection
- Review and analysis of background information

### STAGE TWO (2020/2022)

- Development of background reports
- Initial key stakeholder engagement
- Development of draft Morwell Activity Centre Plan (MACP)
- Draft MACP and background reports endorsed by Council 2 May 2022

### STAGE THREE (CURRENT)

- Authorisation to prepare and exhibit Amendment C137 granted by Minister for Planning - 19 September 2022
- Exhibition of Amendment C137 and receipt of written submissions - 27 October to 28 November 2022

Figure 1: Study Area and Precincts

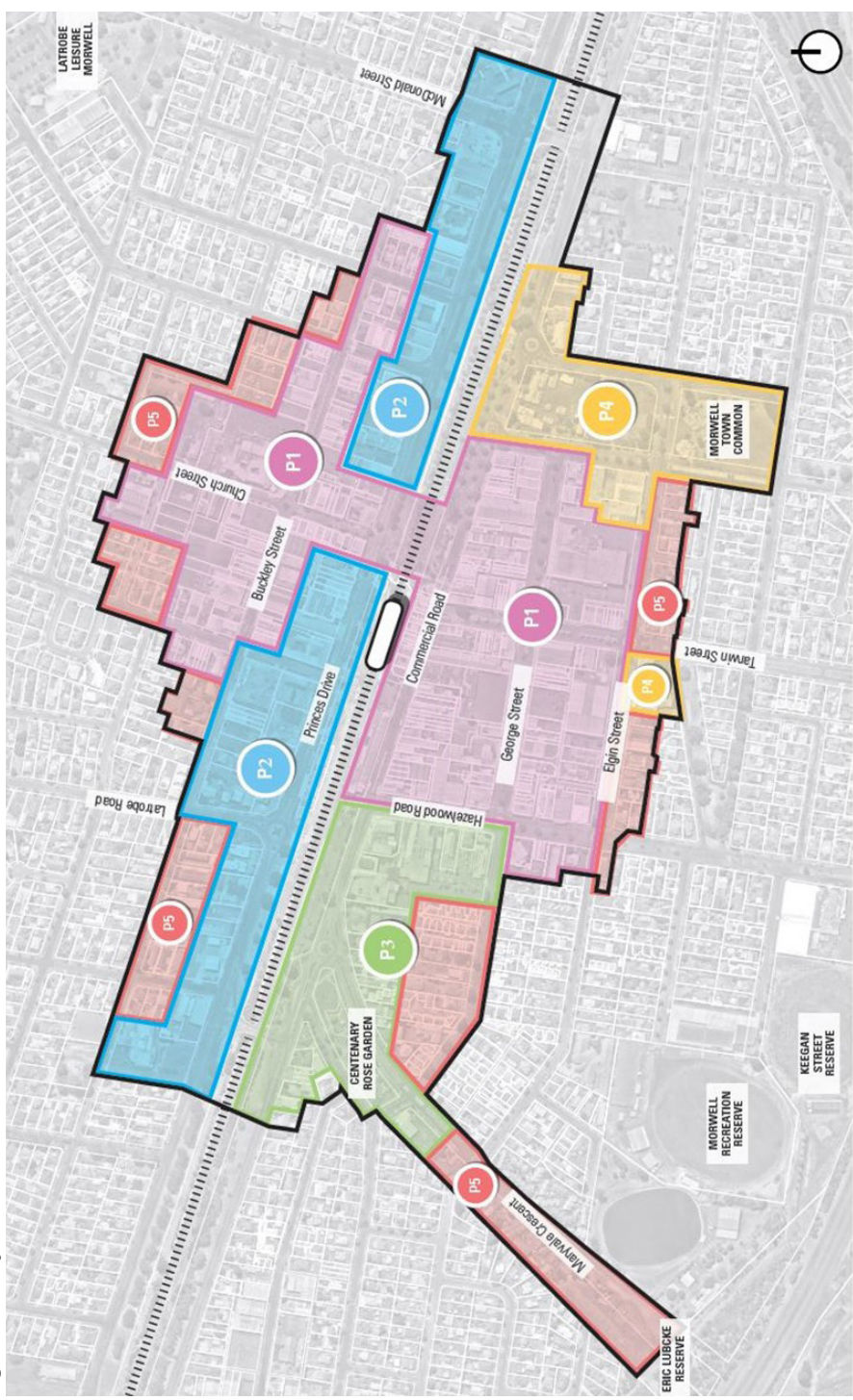
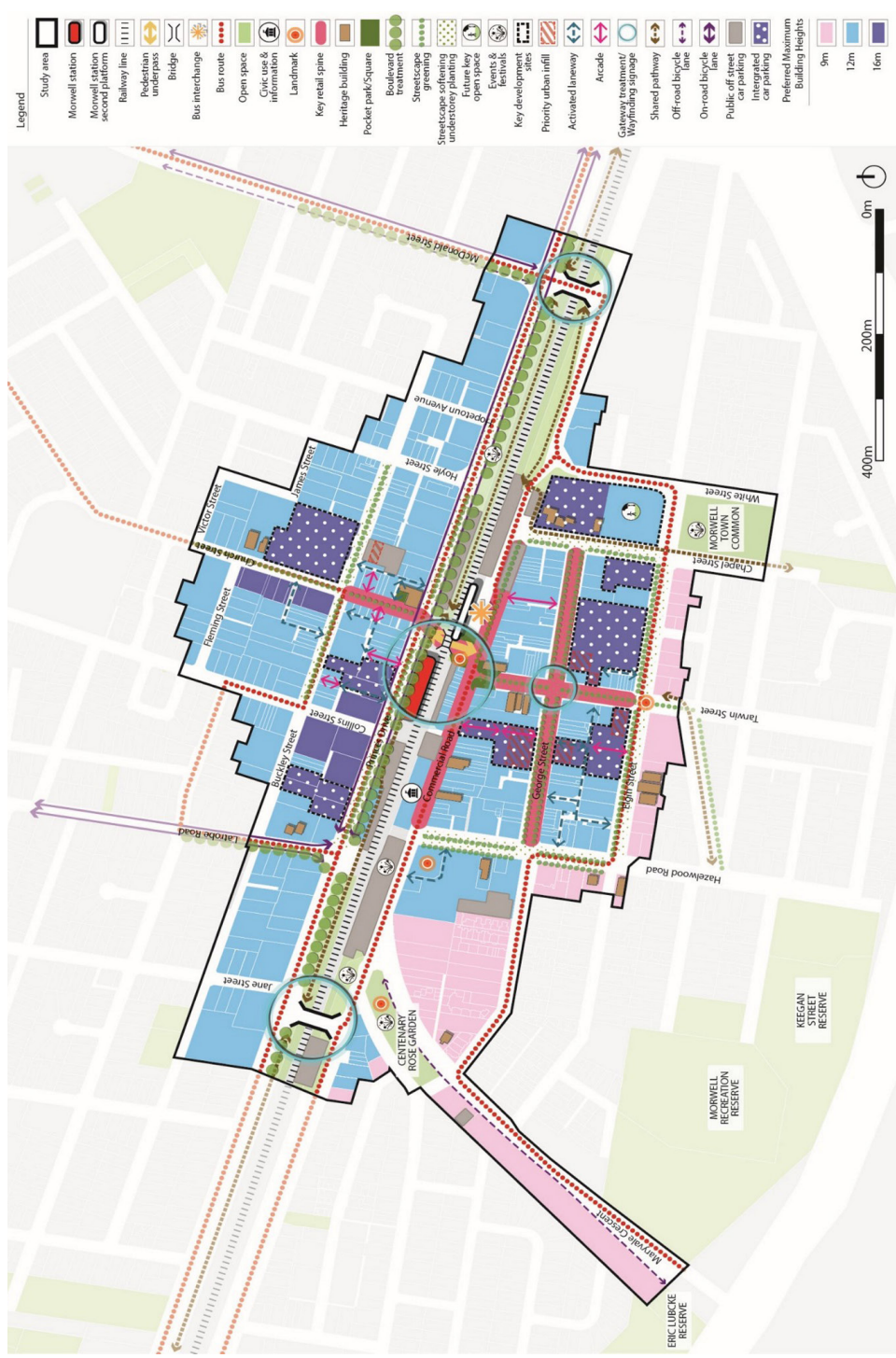
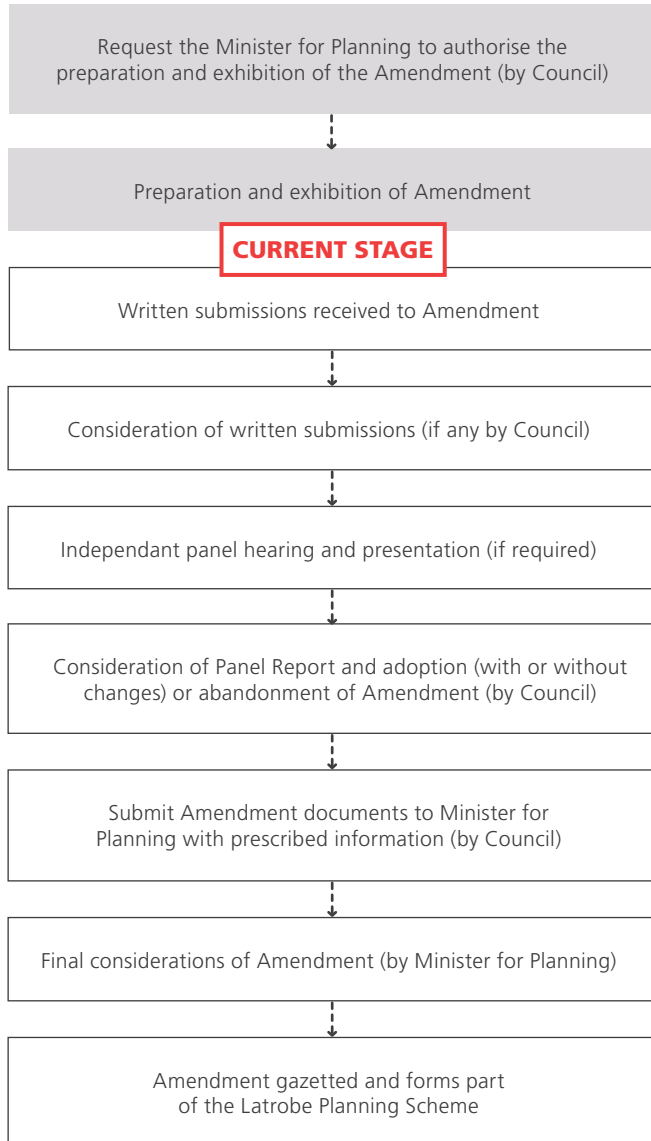


Figure 2: Activity Centre Plan (key planning and design principles)



## THE PLANNING SCHEME AMENDMENT PROCESS



### HAVE YOUR SAY

We're looking for your feedback on the MACP and associated amendment documentation.

Tell us what works and what could be improved.

Make a submission by:

- **Post:**  
Latrobe City Council  
Attention: Strategic Planning  
PO Box 264, MORWELL VIC 3844
- **Email:**  
Latrobe@latrobe.vic.gov.au  
Attention: Strategic Planning  
Department
- **Online:**  
[www.latrobe.vic.gov.au/haveyoursay](http://www.latrobe.vic.gov.au/haveyoursay)

Submission close **Monday 28 November 2022.**

Please note that all submissions must include your name and address to be considered.

Council must make available for inspection, a copy of any submissions made to Amendment C137. Your submission and the personal information within the submission is collected by Latrobe City Council for the purposes of the application process as set out in the PE Act.

### VIEW THE DETAILS

The draft MACP and Planning Scheme Amendment documentation can be viewed at:

- [www.latrobe.vic.gov.au/C137](http://www.latrobe.vic.gov.au/C137)
- [www.delwp.vic.gov.au/public-inspection](http://www.delwp.vic.gov.au/public-inspection)

Hard Copies can be viewed at our service centres during business hours at:

- **Corporate Headquarters**  
141 Commercial Road, Morwell Vic 3840
- **Morwell Library**  
63-65 Elgin Street, Morwell Vic 3840
- **Traralgon Service Centre**  
34-38 Kay Street, Traralgon Vic 3844
- **Churchill Service Hub**  
9-11 Philip Parade, Churchill Vic 3842
- **Moe Service Centre**  
1-29 George Street, Moe Vic 3825

### COME AND SEE US

Attend a drop-in session at:

**Latrobe City Corporate Headquarters,  
141 Commercial Road, Morwell**  
*Brataualoong - Public Meeting Room*

- Tuesday 8 November, 10am to 4pm
- Thursday 10 November, 1pm to 7pm
- Tuesday 15 November, 1pm to 7pm
- Thursday 17 November, 1pm to 7pm

Note: Bookings can be made to the drop in sessions if required via online booking platform: <https://outlook.office365.com/owa/calendar/PlanningAppointments@latrobe.vic.gov.au/bookings/>

One on one appointments can also be made outside the above days/times by contacting project officers via email [leah.misiurka@latrobe.vic.gov.au](mailto:leah.misiurka@latrobe.vic.gov.au)



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## Latrobe City Council

**Phone** 1300 367 700

**Post** PO Box 264, Morwell, 3840

**Email** [latrobe@latrobe.vic.gov.au](mailto:latrobe@latrobe.vic.gov.au)

**Website** [www.latrobe.vic.gov.au](http://www.latrobe.vic.gov.au)

## For more information

### Leah Misiurka

Strategic Planner

5128 6152

[leah.misiurka@latrobe.vic.gov.au](mailto:leah.misiurka@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.*