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Proposed

MUNICIPAL STRATEGIC STATEMENT

21.01

VISION AND APPROACH

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21.01-1

VISION

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Port Phillip's vision is to create:

- A city that produces low greenhouse gas emissions and is responsive to climate change issues;
- A city that provides a healthy and safe environment for residents, workers and visitors;
- A city where community diversity and harmony are sustained and encouraged;
- A city where all members of our community feel connected through a strong sense of place, and can enjoy the benefits of the city and participate in community life;
- A city that promotes affordable, accessible and diverse housing types to meet the needs of all current and future residents;
- A city that promotes sustainable economic growth, high accessibility to goods and services, and prosperous conditions for all residents and businesses;
- A city that manages traffic and transport in a way that maximises use of environmentally sustainable modes of travel;
- A city of distinct neighbourhoods where an understanding of local character and heritage is an important element of a sustainable future;
- A diverse and creative city that is reaching out to the future with innovative design and development, high environmental awareness and a vibrant culture; and
- A city that respects and values its past, its diversity and its link with traditional owners.

21.01-2

Strategic Approach

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To achieve the vision for Port Phillip, Council will make ecologically sustainable decisions which:

- Respond to the issue of climate change by working towards achieving (by 2020):
 - A 50% reduction in per capita greenhouse gas emissions (based on 2006 levels).
 - A 50% reduction in per capita potable water use (based on 2001 levels).
 - A 75% reduction in per capital waste to landfill (based on 1999 levels).
- Foster a liveable and attractive urban environment that uses fewer finite resources.
- Encourage environmentally sustainable design in all new development.
- Contribute to a more sustainable environment through increasing housing and employment densities in locations closest to public transport.
- Create an integrated and sustainable transport network which supports the use of public transport, cycling and walking above private car travel.
- Reduce the impact of private cars on the liveability of the City.

To achieve the vision for Port Phillip, Council will manage land uses across the municipality to:

- Create attractive residential areas which are desirable places to live, and where the impacts of new land uses on residential amenity are minimised.
- Provide significant opportunities for housing growth within designated strategic locations which offer greatest accessibility to shops, services and public transport.
- Limit development within established residential areas to that which respects existing neighbourhood character and heritage values.
- Build on Port Phillip's competitive strengths to maximise job opportunities in a changing economy through:
 - Facilitating the transition of the Fishermans Bend Urban Renewal Area from a core industrial area to a mixed use area, ~~including increasing opportunities for commercial and industrial uses with limited amenity impacts.~~ [Creating opportunities for high-intensity commercial uses within the Sandridge Precinct, and ancillary commercial and retail uses in the other precincts. Supporting urban manufacturing through industrial uses with limited amenity impacts.](#)
 - Maintaining the role of St Kilda Road as the City's premier commercial strip.
 - Facilitating the transition of key business clusters to capitalise on the proximity to the CAD, and the emerging demand for advanced business services and knowledge based industries.
- Provide for a broader land use mix within Port Phillip's highly accessible Major Activity Centres, which support economic viability, local access to goods and services, and the social and cultural role of centres.
- Support a vibrant, well managed local tourism industry that co-exists harmoniously with local residents, businesses, traders and the natural environment.
- Facilitate the clustering and co-location of relevant community facilities and services in accessible community hubs across the city.
- Support the development of high quality open space network that is safe, accessible, and diverse, and can support the increasing demands of a growing resident and worker population.
- Maximise public access to and enjoyment of the foreshore, through creating a series of activity destinations connected by quality walking and cycle links, whilst protecting its core environmental values.
- Support the capital city function of the St Kilda and Port Melbourne Foreshore precincts.
- Ensure that the viable and efficient operation of the Port of Melbourne (and associated freight corridors) occurs in a sustainable manner, which includes minimising the potential environmental and amenity impacts on the local area and its communities and ensuring that sensitive uses do not further encroach on the Port.

To achieve the vision for Port Phillip, Council will manage the built form of the municipality to:

- Protect and reinforce the key elements of Port Phillip's urban structure including; the foreshore, places and precincts of heritage significance, traditional linear retail strips, key boulevards, and the network of parks and open spaces.
- Reinforce the diverse character of individual residential neighbourhoods and the distinct place identity of retail strips across Port Phillip.
- Protect the natural environment and its heritage values.
- Offer a high level of amenity, good transport connections, and convenient access to services for residents, workers and visitors.
- Protect and revitalise our special places and precincts of cultural and tourism significance.

- Provide a high quality, safe public realm which encourages street-life and supports the cultural vitality of the city.
- Ensure an appropriate level and standard of physical infrastructure to support the community's needs and new development.

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Organisational planning framework

Council Plan

The Council Plan 2009-2013 articulates the vision and current priorities for the City of Port Phillip, which are to be reflected and delivered by this Municipal Strategic Statement:

Taking Action on Climate Change through:

- Promoting transport modes that minimise energy use
- Facilitating community action in reducing the use of potable water and non-renewable energy

Strengthening Our Diverse and Inclusive Community through:

- Maintaining and seeking new emerging opportunities for affordable housing that meets community needs

Enhancing Liveability through:

- Maintaining and building upon the unique character of the city's neighbourhoods
- Improving the interface between residential and visitor impact (including minimising the negative impact of licensed venues)
- Preserving our heritage, valuing the past and planning for the future
- Leading in sustainable urban design and development
- Facilitating economic development that strengthens and supports a diverse and sustainable community
- Ensuring the integrated planning and management of the foreshore
- Striving to ensure major projects enhance liveability

An Integrated Planning Framework

The Municipal Strategic Statement (MSS) forms an important part of an integrated planning framework for the City of Port Phillip.

The Community Plan is an overarching planning document prepared by the community of Port Phillip every ten years. A new Community Plan was in development during 2007, and the community needs and aspirations articulated in the consultation for the Community Plan are reflected in this MSS.

The Council Plan, MSS and Municipal Health Plan form a trilogy of planning documents that Council is required to prepare and which collectively guide decision making in the municipality. Many other strategic plans and policies prepared by Council inform the preparation of these three documents.

An annual plan, capital works budget and operational budget are prepared yearly based on the priorities and goals established in the Council Plan, MSS and Municipal Health Plan.

Ongoing community input, input from other policies and frameworks of Council and monitoring and review drive the integrated planning framework for Council.

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Structure of the Municipal Strategic Statement

The MSS is structured around three key themes within which all of the overarching objectives and strategies for the municipality are laid out:

- Ecologically Sustainable Development (Clause 21.03)
 - Sustainable Land Use and Development
 - Sustainable Transport
- Land Use (Clause 21.04)
 - Housing and Accommodation
 - Activity Centres
 - Office and Mixed Use Areas
 - Industry
 - Public Open Space and Foreshore
 - Tourism and the Arts
 - Subdivision
 - Social Impact Assessments
- Built Form (Clause 21.05)
 - Heritage
 - Urban Structure and Character
 - Urban Design and the Public Realm
 - Physical Infrastructure

Clause 21.06 contains specific strategies for each neighbourhood to be considered in addition to the three overarching themes. The neighbourhoods are:

- East St Kilda and Balaclava (Clause 21.06-1)
- Elwood and Ripponlea (Clause 21.06-2)
- Middle Park and Albert Park (Clause 21.06-3)
- Port Melbourne and Garden City (Clause 21.06-4)
- South Melbourne (Clause 21.06-5)
- St Kilda (Clause 21.06-6)
- St Kilda Road and Queens Road (Clause 21.06-7).
- Fishermans Bend Urban Renewal Area (Clause 21.06-8).

Incorporated and Reference Documents for the MSS are found at Clause 21.07.

All applications for land use and development, and amendments to the planning scheme, must consider Clause 21.03 – Ecologically Sustainable Development, as a starting point and, as applicable to the proposal, Clause 21.04 – Land Use, and Clause 21.05 – Built Form. Proposals should then be assessed against the relevant neighbourhood in Clause 21.06. Strategies in Clause 21.06 take precedence where they contain more specific detail than Clauses 21.03, 21.04 and 21.05.