21.04 VISION

21.04-1 The Council Plan

The current Council Plan includes five Strategic Objectives that shape Council’s vision for land use planning:

Advocacy

We will use a strong voice and accurate information to advocate for the best quality lifestyle for our community.

Good Governance

We will manage our resources effectively, keep the community engaged listen to our communities concerns to create positive outcomes.

Environmental Sustainability

Ensure the natural assets of Bass Coast are provided and managed in a sustainable manner so they can be enjoyed now and by future generations.

Business Prosperity

We will create an economic environment that increases wellbeing and prosperity in the Shire.

Cohesive Communities

We will improve lifestyle opportunities and options by managing the built environment and encouraging cohesive communities.

21.04-2 The Vision

The specific visions for the Municipal Strategic Statement are:

Settlement

- Residential development and related urban land uses contained to existing activity nodes and designated growth areas.
- Communities with their own identity.
- A quality urban environment and well-functioning towns that benefit both residents and visitors.
- Rural living opportunities in areas identified for this use.

Housing

- Diverse housing options and types for all ages meeting changing household characteristics.
- Increased housing densities in proximity to commercial centres, community facilities and services.
- Affordable housing options provided in the municipality.

**Economic development**

- A positive investment climate for rural activities, home based business, tourist development and other commercial enterprises.
- Vital and diverse commercial centres providing year-round services and commercial opportunities.
- Innovative and sustainable rural activities contributing to a diversified rural economy, supporting the economic viability of local and regional produce, and promoting sustainable land management practices.
- Industrial activities bringing prosperity to the local economy, while being responsive to the environment and surrounding land uses.
- Quality tourist development responding to tourism market demand, the coastal experience, landscape character and the environment in identified locations throughout the municipality.
- Well designed tourism developments without residential components for permanent accommodation.
- National and international recognition as a location for nature-based attractions, as well as for sporting and cultural events.
- The ‘right to farm’ recognised and agricultural industry protected.

**Environment**

- A high quality built environment enhancing the surrounding natural environment and landscape values.
- An ecologically sustainable and biologically diverse environment.
- An extensive network of natural bushland reserves, wildlife corridors and vegetation areas, both on private and public land.
- Development responsive to the effects of climate change.
- The coastal and hinterland areas between activity nodes remaining as areas with views, landscape, environmental or rural values.
- Aboriginal and post European settlement cultural heritage sites recognised and protected.
- Improved quality of water and the surrounding catchment environment.

**Landscape and Built Form**

- Architecture and building design responding to the environment, character and coastal setting.
- Development consistent with Environmentally Sustainable Design (ESD) principles.
- Built form in coastal areas with sustainable and sympathetic siting and design.
- New developments designed and sited to complement the specific context in which they sit and take account of existing land form, vegetation and urban character.
- Improved appearance of advertising signage across the municipality.

**Infrastructure**

- High quality services and facilities that accommodate future growth of the towns and visitors to the area.
- High quality services and facilities that meet the changing needs of the population.
- Effective and efficient road, pedestrian, cycling and drainage networks provided throughout the Shire.
- High-speed communications infrastructure provided for the municipality.
- Water sensitive urban design, stormwater management and improved stormwater quality throughout the municipality.