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VISION – STRATEGIC FRAMEWORK

The greatest challenge facing Casey is the management of the rapid growth that has propelled the City into being the third fastest growing municipality in Australia.

Casey’s vision is encapsulated in its Corporate Plan.

Casey’s corporate vision

The City of Casey Corporate Plan provides the Corporate Vision for Casey for the next three years. The Casey MSS draws upon the directions and objectives of the Corporate Plan and shares its Vision.

The MSS integrates Council’s Corporate Plan and planning policies with relevant policies developed by higher levels of Government. It therefore promotes a more strategically driven approach to the application of planning requirements.

The Corporate Plan acknowledges the distinctive and diverse environment of Casey. It is concerned with ensuring that Casey’s people can enjoy a secure and quality lifestyle in an area where there are cultural and economic opportunities and a sense of community. It acknowledges the need to improve business and job opportunities, manage the municipality’s growth and ensure balanced development.

The City of Casey aims through leadership and community partnership, to promote: quality services; improved opportunities for business and jobs; managed growth and balanced development.

Casey’s framework plan – a vision of the future

The MSS is a summary of Casey City Council’s long term land use aspirations. It provides a vision for the Casey community, sets long term directions about land use and development and makes statements about the steps Council will take to achieve these goals.

The Framework Plan is a spatial summary of Council’s long-term land use aspirations. By 2030, the City of Casey will have fulfilled its destiny of developing into one of Australia’s largest urban municipalities. Its ability to respond to the challenges of the next 20 years depends very much on the foundations laid by Council in the way that it deals with the challenges of today. The Framework Plan illustrates how Casey will be physically structured.

The Framework Plan was developed from analysis of Casey’s five regions:

- The Foothills
- The Built-up Area
- The Urban Fringe
- The Farm
- The Bay

Each region has similar physical characteristics and planning issues.

In addition to the five regions are the six thematic strategic directions:

- Community - Building new communities that are livable, self-reliant and which have a strong identity.
- Natural and Built Assets - Protecting Casey’s agricultural, landscape, natural and heritage assets.
- Employment - Providing more employment opportunities within Casey.
- Image - Fostering a positive image of Casey as a desirable living environment.
- Accessibility - Making commercial, community and open space facilities more accessible to Casey residents.
- Infrastructure - Providing urban infrastructure on a timely and equitable basis.

The major land uses, networks and features in Casey as illustrated on the Framework Plan are:

- Existing, committed and future urban areas
- Rural settlements
- Existing and proposed activity centres
- Industrial centres
- Coastal environment
- Knowledge precincts
- Cranbourne Racecourse
- Municipal gateways
- Existing and proposed main roads and railways
- Existing and proposed regional parks, waterways and open space corridors

**Settlement**

By 2030, much of Casey will have been developed within the limits anticipated by the Casey-Cardinia Growth Area Framework Plan. Additional growth pressures will be absorbed internally by infill development and externally by adjoining municipalities such as Cardinia and other metropolitan growth areas. Despite this, there may be continued pressure to expand beyond the rural-urban fringe, into attractive living environments such as the northern foothills and the southern coastal townships.

While most rural areas will remain protected from urban development, many will undergo major land use changes. Traditional farming activities such as beef cattle may come under pressure from other activities which generate higher returns such as intensive farming and outdoor recreation (golf courses, equestrian centres and the like).

**Environment**

Despite international agreements to protect wetlands and bird habitat, Western Port will increasingly be used for recreational and commercial purposes. Many Casey residents will find Western Port more conveniently located than Port Phillip for boating and fishing. Consequently, there will be demand for improved boat access and launching facilities. Growth in this sector may lead to conflict with environmental interests and public authorities will have to devise new strategies to accommodate competing interests.

**Housing**

In twenty years time Casey will have a more mature population, with a significant increase in the proportion of people aged between 40 and 60 years. There will be a shift in community services from a focus on a predominantly young population to on a more elderly one. Fewer primary schools and child minding centres will be built and more health care facilities and homes for retirees will be required. Demand for dwellings other than detached houses will increase and there will be a gradual shift from first home buyer housing to more diverse and sophisticated forms of accommodation.
The citizens of Casey will also be more affluent, with increased levels of disposable income and reduced debt as home mortgages are paid off. Shopping centres will offer a wider range of goods and services and local entertainment and leisure facilities will be significantly expanded.

**Economic development**

Major changes will occur in the local economy, with declines in construction and mining, and growth in retailing, entertainment, health care, tertiary education and the service sector. There will be more local employment opportunities, particularly at home for the self-employed and within the four main employment centres at Hallam, Fountain Gate, Cranbourne and Cranbourne West. However, a sizeable proportion of the workforce will still commute to other employment centres at Dandenong, Frankston, Monash and Kingston. For some households, vehicle ownership rates may fall with changes in household structure and improvements in public transport.
Infrastructure

Ideally in 2030 Casey's network of physical and community infrastructure will have expanded substantially. All urban areas will need to be fully serviced by a sealed road network with controlled intersections, parks and open spaces will be linked by bicycle and pedestrian paths and buildings will have been constructed for community activities.

However, unless proper funding is provided, Casey's residents and businesses may by 2030 still lack a range of infrastructure elements. Therefore Casey needs to actively pursue a range of funding opportunities, including development contributions to ensure its residents are not disadvantaged.